



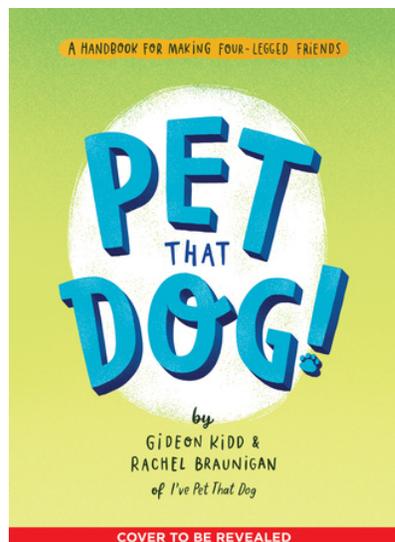
Pet That Dog!

A Handbook for Making Four-Legged Friends

Gideon Kidd and Rachel Braunigan | 9781683692294 | TR | 10/20/2020 | IN | \$14.99 \$19.99 | Quirk Books; Quirk Books



Page [1 | 2]



ON SALE 10/20/2020

Announced 1st Print: 50,000

QUIRK BOOKS

TR: 9781683692294 / \$14.99/\$19.99

EL: 9781683692300 / \$9.99/\$19.99

BISAC 1: Juvenile Nonfiction - Animals - Dogs

BISAC 2: Juvenile Nonfiction - Social Topics - New Experience

BISAC 3: Juvenile Nonfiction - Activity Books - General

Page Count: 128 **Trim Size:** 6 x 8

Carton Count: 24

Age: 7 and up **Grade:** Grade 2 & Up

Publicity and Marketing

Feature Site: <https://n.pr/2uPZjT9>

- National Print and Online Media Campaign
- Outreach to National and Local NPR Shows
- 5-Market Author Store and School Tour (markets TBD)
- Feature title at Book Expo and Book Con
- Book trailer campaign.
- Extensive Early Reads Campaign with Young Reader Feedback
- Online advertising campaign (display/social)
- Cross promotion with "I've Pet That Dog" social media outlets
- Holiday gift giving campaign

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TARGET CONSUMER:

- Kids who love dogs, ages 7 and up (particularly 7-10)
- Gideon's fan base who follow him on the I've Pet That Dog Twitter & Instagram accounts, which ranges from dog-loving kids to dog-loving adults
- Gift-giving adults
- Kids who are curious about dogs or want to love dogs, but feel a little unsure around them

From the dog-loving kid behind the viral social media account I've Pet That Dog, *Pet That Dog! A Handbook for Making Four-Legged Friends* is a highly-illustrated guide to meeting, caring for, and learning about humans' best friend.

Like many kids (and adults!), Gideon loves to pet dogs. He loves petting dogs so much, he asked his mom if he could make a website showcasing all of the dogs he's pet. That website eventually became the Twitter account I've Pet That Dog, and since April 2018, Gideon has amassed over 300,000 fans of his heartwarming and delightful tweets. In a world filled with strife and sarcasm, Gideon's account brings a bit of sunshine into so many lives. Even celebrities like Lin Manuel Miranda and Kirstie Alley are fans of Gideon's sweet and wholesome content. With each tweet, Gideon presents a photo of himself with a dog he has met and a few lines about the dog's story. He has now pet and profiled over 1,000 dogs!

Pet That Dog! A Handbook for Making Four-Legged Friends will be an illustrated guide by Gideon and his mom. The handbook will include a guide to meeting, petting, and caring for dogs, facts about dogs, quizzes, and more. The interactive format makes a perfect gift for dog lovers--as well as kids who are curious about dogs, but may be nervous around them. The "how to pet a dog" section is full of helpful do's and don'ts.

The bond between kids and dogs is timeless--and with a social media platform like I've Pet That Dog attached, this handbook is both evergreen and solidly of the moment.

- A love of dogs is timeless, while awareness for animal advocacy--specifically for rescue dogs--is on the rise. *Pet That Dog!* will appeal to any kid who loves dogs or wishes they had a dog.
- This handbook will be both informative and fun: kids can track the dogs they meet like Gideon, while also learning lots of facts, stories, and trivia about humans' best friend.
- Gideon's Twitter account has a passionate and engaged fan base to bring to the book, as well as high-profile social media pals like We Rate Dogs.
- Middle grade non-fiction is a growing and lively category, but there's nothing quite like this handbook on the market; books about dogs tend to be focused on types of breeds or kid-friendly training guides. Our book will include both of these elements, but will be narrated by a kid expert--and will also feature amazing dogs from history, quizzes, information about shelters and rescue dogs, and more.

Author Bio: Gideon Kidd is an 11-year-old boy from Iowa. He loves dogs and hopes to meet and pet as many as he can. He asked his Mom if he could start a blog in 2016, when he was 8 years old, documenting each dog he petted. He began posting his pictures and stories on Twitter in April 2018, and now he has pet over 1,000 dogs and has over 300,000 Twitter followers. Rachel Braunigan is Gideon's mom. A social worker turned stay-at-home mom, she has four sons.

Rachel assists Gideon with his project by taking pictures, and helping in the never-ending quest to pet more dogs.

Residence: Cedar Rapids, Iowa **Hometown:** Cedar Rapids, Iowa

Author Site: www.ivepetthatdog.com

Social: Twitter: [@IvePetThatDog](https://twitter.com/IvePetThatDog). Instagram: [@_ivepetthatdog](https://www.instagram.com/_ivepetthatdog)

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