



ON SALE 8/4/2020
Announced 1st Print: 75,000

QUIRK BOOKS

HC: 9781683691976 / \$18.99/\$24.99
EL: 9781683691983 / \$9.99/\$24.99

BISAC 1: Young Adult Fiction - Thrillers & Suspense
BISAC 2: Young Adult Fiction - Dystopian
BISAC 3: Young Adult Fiction - Mysteries & Detective Stories

Page Count: 288

Carton Count: 12

Age: 14 and up

Grade: Grade 9 & Up

Publicity and Marketing

- National author tour (LA, NYC, Long Island, and TBD)
- National media campaign
- Online media campaign with outreach to lifestyle, YA, book, and geek influencers.
- Cover and excerpt reveal
- Trade advertising
- Social media advertising campaign
- Online advertising campaign
- Summer reading promotions
- Shareable social media video and graphics
- Pre-pub promotions at comic cons and relevant trade conferences
- Extensive online promotion and social media outreach
- Librarian and educator outreach
- Early reads campaign.

This Is Not the Jess Show

Anna Carey

TARGET CONSUMER:

- Teens who crave fast-paced thrillers like *One of Us is Lying*, or thrillers with speculative twists like the *Delirium* trilogy by Lauren Oliver
- Adult readers who enjoy YA and are nostalgic for the 90s

A twisty, timely YA novel about a teenage girl whose reality may not be what it seems, blending 90s nostalgia with a speculative hook that dissects our modern reality TV and influencer-obsessed culture.

Like many teens, sometimes it feels as though everything in Jess Flynn's life has been engineered for maximum drama--from her performance at the school talent show, to the reappearance of her childhood best friend and perennial crush Jeremy, to her friends trying to set her up with one of the hottest guys in school. It's almost as if everything might finally be going her way...until one day a tiny black phone with an apple logo on its screen falls out of her best friend's backpack and lands at Jess's feet.

The problem is, it's 1998, and the first iPhone isn't due out for another nine years.

Jess's friends refuse to acknowledge the strange device. Her sister Sara, on hospice care with a terminal blood disease, for once can't tell Jess what she should do. It's almost as if everyone is hiding something from her. Even her beloved dog Fuller seems different...like, literally different, because he definitely didn't have that same pattern of spots on his stomach last week...

Nothing in Jess Flynn's world is as it seems, and as the cracks begin to show, Jess will discover her entire life is nothing more than someone else's entertainment. Except in this reality, the outside world is no place anyone would want to escape to.

- **THRILLING AND TIMELY:** THIS IS NOT THE JESS SHOW takes on teen social media and influencer culture in a totally fresh and incisive new way--blending concepts we all live with every day, while calling into question our ambivalence towards fame, attention, and a life lived on-screen.
- **STRONG CROSSOVER POTENTIAL:** With a teen protagonist, a speculative twist, and a 90s setting that will appeal to millennials nostalgic for Lisa Frank, slap bracelets, and a pre-social media world, there are multiple audiences to tap into.
- **A SAVVY AUTHOR:** Anna Carey is a seasoned author of the popular *Eve* and *Blackbird* series, as well as several other ghostwritten works. She's well-connected and will be a huge asset to promotion efforts.

Author Bio: Anna Carey is the author of *BLACKBIRD*, *DEADFALL*, and the *EVE* trilogy. She lives in Los Angeles.

Residence: Los Angeles, CA **Hometown:** Long Island, NY **Author Site:** <http://www.annacareybooks.com>

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