



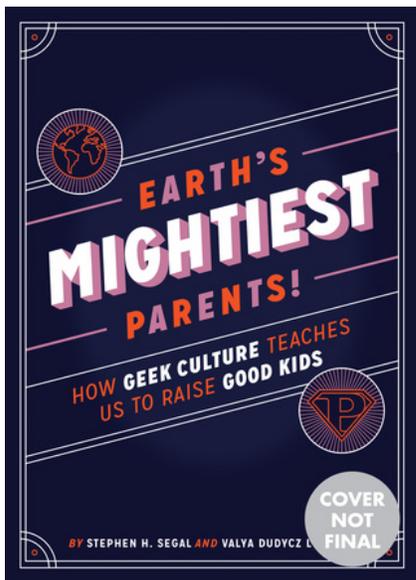
Earth's Mightiest Parents!

How Geek Culture Teaches Us to Raise Good Kids

Stephen H. Segal and Valya Dudycz Lupescu | 9781594748707 | HC | 4/5/2016 | IN | \$15.95 \$16.95 | Quirk Books; Quirk Books



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TARGET CONSUMER:

- Geeky and Nerdy Parents
- Gift Givers

Like its companion title *Geek Wisdom*, *Earth's Mightiest Parents* offers advice--in this case, parenting advice--to geeks, nerds, fanboys/girls of all types, taken from the movies, TV shows, comics, and other pop-culture sources they love. It's a combination spell book, prime directive, and holy grail for parents who want to teach their kids to stay strong and conquer the world.

From Batman to Charlie Bucket, from Meg Murry to the Venture Brothers, every hero of science fiction, heroic fantasy, or speculative literature is the product of parental influences. This collection of pithy mini-essays and charming illustrations offers short, sweet, and deep thoughts about parenting...as exemplified by the most memorable parent-child pairings found in geek pop culture. Vader and Luke, Peter Parker and Aunt May, Spock and Sarek, even Pinnochio and Gepetto--*Earth's Mightiest Parents* reveals the profound child-rearing advice (and mistakes) hidden in geek pop culture. And now geek parents of all stripes can use these life lessons to raise a next generation of their own.

ON SALE 4/5/2016

Announced 1st Print: 50,000

QUIRK BOOKS

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E: 9781594748714/\$15.95/\$16.95

BISAC 1: Social Science - Popular Culture

BISAC 2: Family & Relationships - Parenting - General

BISAC 3: Humor - Topic - Marriage & Family

Carton Count: 1

In-House Editor: Jason Rekulak

Publicity and Marketing

- Local Philadelphia and Chicago Publicity
- National and Local Print Publicity
- Mother's Day and Father's Day Gift Guide Coverage
- Online Media Campaign
- Promotion at Comic Cons
- Goodreads, BookLikes, and LibraryThing giveaways

- A celebration of geek pop culture, which continues to be an unstoppable force in films, television, books, and other entertainment media.
- References a range of iconic characters which will appeal to casual pop culture fans as well as hardcore nerds.
- A unique combination of advice, humor, and thoughtful analysis that will resonate with a generation of pop culture fans entering a new stage of their lives.
- A great gift for new parents as well as a likely self purchase.
- Short, stand-alone essays make a browsable book for busy parents.
- Featuring the author of *Geek Wisdom*, a Quirk title aimed at a similar demographic, and presented in a format similar to that well-received book.

Author Bio: Stephen H. Segal is the son of geeky parents who made sure his childhood bedroom was well stocked with miniature giant robots, sword-and-sorcery novels, 12-foot-long scarves and an ever-growing assortment of elf-and/or-Spock ears. An award-winning editor, designer, and writer, he currently serves as editor in chief of the Philadelphia Weekly. His book *Geek Wisdom: The Sacred Teachings of Nerd Culture* was published by Quirk in 2011. Previously, as editorial & creative director of *Weird Tales*, he won a Hugo Award for the 21st-century revamping of that classic American fantasy magazine. Valya Dudycz Lupescu has raised three delightfully geeky children on a steady diet of fairy tales, superheroes and Jedi. Her debut novel, *The Silence of Trees* (Wolfsword Press), reached the Amazon Top 10 in historical fiction

in 2011. She is the founding editor of the literary journal Conclave: A Journal of Character, and along with artist Madeline C. Matz, she's the author of the comic book Sticks and Bones, slated to be published by First Comics. Valya can often be found online in the wee hours of the morning, writing while her younglings sleep; she hopes that by arming them with stories of underdogs, aliens and clever wizards, they can better face life's challenges and find the inspiration to dream big.

Residence: Philadelphia (SHS)/Chicago (VDL)

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