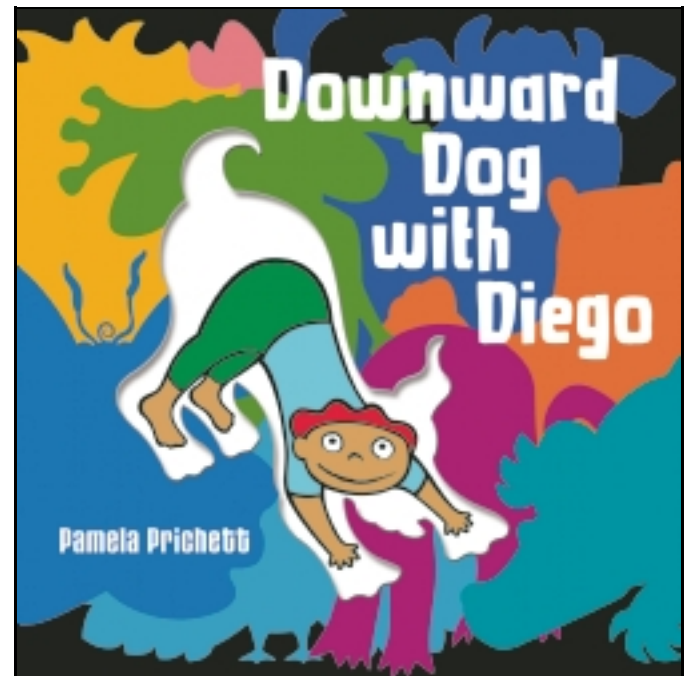


Downward Dog with Diego

Pamela Prichett, New York, NY

Author: Pamela Prichett
 Series: NONE
 ISBN-13: 978-1-60905-528-8
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 Format: Paper over Board
 Trim Size: 8 1/2 x 8 1/2
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 Intl. Rights: W* (ex GB, IE)
 Page Count: 36
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 Insert/Illus.: Color illustrations throughout
 US Price: \$14.99
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 Category: Children's Books
 BISAC: JNF024040 - JUVENILE NONFICTION / Health & Daily Living/Fitness & Exercise
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 BISAC 3rd: JUV051000 - JUVENILE FICTION / Imagination & Play
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 Print Run: 8000
 Product Safety: Information Not Available



Key Notes

Mommy/Daddy-and-me yoga is featured in a kid-friendly demonstration of 12 animal-inspired poses.

Selling and Marketing Points

- **New twist on kid yoga:** This unique take on yoga superimposes a child's image on the silhouettes of various animals for a colorful, whimsical introduction to the practice.
- **Illustrious designer:** Diego Vainesman, highly accomplished art director and designer and Chairman of the Board of the Type Directors Club, designed this book.
- **Yoga is now all-ages:** Mommy/Daddy-and-me yoga classes for parents and children are now common and increasingly popular.
- **Yo-animals:** Children's natural fascination with animals provides a clever way to attract their interest in the practice of yoga.
- **Animals include:** cat, frog, dog, bear, crocodile, rabbit, cow, cobra, peacock, tortoise, lion, butterfly.
- **Parent-child accessible:** Offers a friendly, informative primer for both parents who may be yoga-beginners, and for those with experience but who aren't sure how to share the practice with their children.

Promotion and Publicity

- Review copies to key magazines, journals, and children's book bloggers.
- Promote with educators, physical education specialists, and wellness community.

Description

Kids learn about—and are shown how to do—various yoga poses by seeing examples of animals stretching, balancing, strolling, strutting, and even roaring! Let a pup demonstrate the downward dog position; arch “like a cat /high off your mat.” An illustrated glossary of the Sanskrit names for the animal poses is also included.

Contributor Information

Pamela Prichett graduated from the Rhode Island School of Design with a degree in glassmaking. She has since applied her artistic prowess to projects involving animation, illustration, graphic design, fine art, and branding—including the creation of a logo for a child-centric yoga studio. She lives with her husband and two children in New York City.

Contributor Residences

New York, NY

Competition/Comparative Titles

Title	Contributor First Name	Contributor Last Name	ISBN	Price	Publisher	Pub Date	Sales
You Are a Lion! And Other Fun Yoga Poses	Tae-Eun	Yoo	9780399256028	16.99	Nancy Paulsen Books	Mar 2012	
The ABCs of Yoga for Kids	Teresa	Power	9780982258705	19.95	Stafford House	Sep 2009	
Animal Teachers	Janet	Halfmann	9781609053918	17.99	Blue Apple Books	Aug 2014	