

For immediate release

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TOON BOOKS GO BACK TO PRESS BEFORE PUB DATE

In response to overwhelming advance orders, TOON Books was taken by surprise and has had to go back to press for all three of its spring debut titles. *Benny and Penny* by Geoffrey Hayes is already out of stock with its distributor, Diamond Book Distributors, before its April 7 pub-date, and the same fate is imminent for Agnès Rosenstiehl's *Silly Lilly* and Frank Cammuso and Jay Lynch's *Otto's Orange Day*.

"We were in the middle of preparing for our launch," says Editorial Director Françoise Mouly, also the Art Editor of *The New Yorker*, "but I couldn't imagine a more welcome distraction." Self-published by Mouly under her RAW Junior, LLC imprint, and edited by Mouly with Series Advisor Art Spiegelman (*Maus*, *In the Shadow of No Towers*), the TOON Books are the first collection of high-quality hardcover comics for early readers. Heavily vetted by educators, the books "fill such a need in children's publishing," says Laura Lutz, Children's Materials Specialist at the Queens Library.

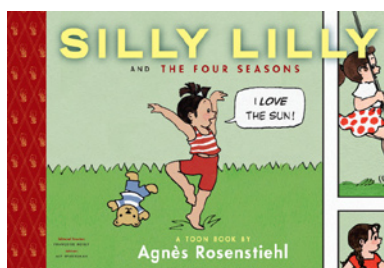
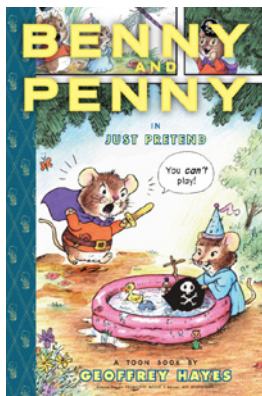
The TOON Books have already received starred reviews in *Publishers Weekly* and *Booklist*, review attention in *Kirkus*, *Shelf Awareness*, and *School Library Journal*, and feature attention in *The New York Times*, *School Library Journal*, *Shelf Awareness*, *Time Out New York Kids*, *The Brian Lehrer Show*, *The Miami Herald* and *PRINT* magazine, among many other venues. The three books' simultaneous publication date is April 7, 2008.

A full schedule of author events in NYC is planned to mark the debut of the line:

FRIDAY, 11 APRIL, 6 – 7.30PM

- BORDERS BOOKS AND MUSIC, Columbus Circle @ 59th Street

Geoffrey Hayes, Agnès Rosenstiehl, Frank Cammuso & Jay Lynch, introduced by Françoise Mouly and Art Spiegelman



SATURDAY, 12 APRIL, 1 – 2PM

• MUSEUM OF THE CITY OF NEW YORK, 1220 Fifth Avenue (at 103rd Street)

Family Time presentation and workshop with Geoffrey Hayes

SATURDAY, 12 APRIL

• JIM HANLEY'S UNIVERSE, 4 West 33rd Street

10AM-12 NOON Kid's Day Event with Geoffrey Hayes

2-4PM Kid's Day Event with Frank Cammuso and Jay Lynch

TUESDAY, 15 APRIL, 4PM

• BARNES & NOBLE TRIBECA, 97 Warren at Greenwich Street

Story hour with Geoffrey Hayes

SATURDAY, 19 APRIL, 12 NOON – 1PM

• MCNALLY ROBINSON BOOKSELLERS, 52 Prince Street, Soho

Story time presentation: Geoffrey Hayes, Frank Cammuso & Jay Lynch, introduced by Françoise Mouly and Art Spiegelman

SUNDAY, 20 APRIL

• NEW YORK COMICCON at Jacob Javits Convention Center

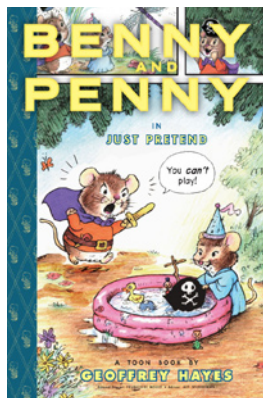
11:30AM-12 NOON STAND-UP COMICS WORKSHOP FOR KIDS with Geoffrey Hayes, Frank Cammuso, Jay Lynch and more, at the Kids Stage, main Exhibit Hall.

2-3PM

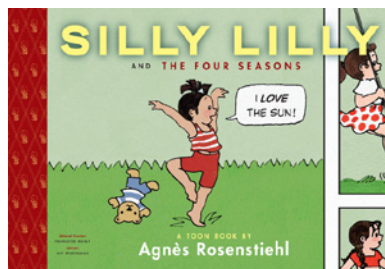
TOON INTO READING— *Artists and Educators join forces*: a panel including Frank Cammuso, Jay Lynch and Geoffrey Hayes, moderated by Françoise Mouly. Javits Center, Room 1E02

For more information,
please visit us at

www.TOON-Books.com



Benny and Penny in Just Pretend
by Geoffrey Hayes
(TOON Books, April 7 2008,
ISBN 978-0-9799238-0-7, \$12.95)



Silly Lilly and the Four Seasons
by Agnès Rosenstiehl
(TOON Books, April 7 2008,
ISBN: 978-0-9799238-1-4, \$12.95)



Otto's Orange Day
by Frank Cammuso & Jay Lynch
(TOON Books, April 7 2008,
ISBN: 978-0-9799238-2-1, \$12.95)