

CAMOUFLAGE MOM

A STORY ABOUT STAYING CONNECTED

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AUTHOR: Sarah Hovorka
ILLUSTRATOR: Elif Balta Parks
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 • Feelings • Family

ABOUT THE PUBLISHER

Contact: Nilmarí Santini
E-mail: marketing@cardinalrulepress.com
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COMPARABLE TITLES

My Dad: A Short Story About A Son When His Dad Leaves On Deployment
 (Independently published 2022)
 ISBN-13: 9798838042385

I'll Lend You My Daddy: A Deployment Book for Kids Ages 4-8
 (Starts With Us; Illustrated edition 2019)
 ISBN-13: 9781733663014

I Move A Lot and That's Okay
 (Innovation Consultants of DeKalb 2020)
 ISBN-13: 9781953518057

KEY SELLING POINTS

- Deals with parent separation
- A unique look at a military family with the mom serving instead of the dad.
- Questions to ask children before, during and after reading are on the copyright page.
- Endnotes include a discussion guide and activities to help manage separation.

MARKETING PLANS

- National and international media & promotion
- Influencer outreach campaign (1K average account reach)
- Navigating Separation (June 2024) feature
- Book trailer on YouTube (3K channel subscribers, average 13K views)
- Advertising in Edelweiss
- Email Marketing (25K list)
- Author blog tour
- Educator, librarian & bookseller outreach
- Digital assets available (Reader's Guide, Coloring pages)
- Goodreads giveaway (2000+ participants)
- Facebook giveaway (750+ new leads)
- LibraryThing Giveaway (400+ participants)
- Distribute copies to Military support groups
- Connect with Military Families for virtual readings



SOME OF OUR AWARD WINNING TITLES



SCAN HERE TO CHECK OUT OUR FULL CATALOG

