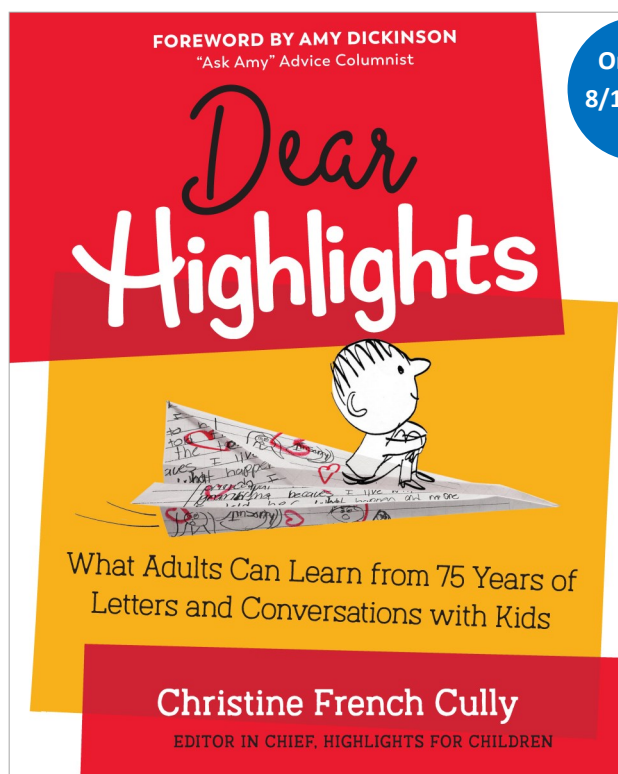


Our 75th Anniversary Publishing Event



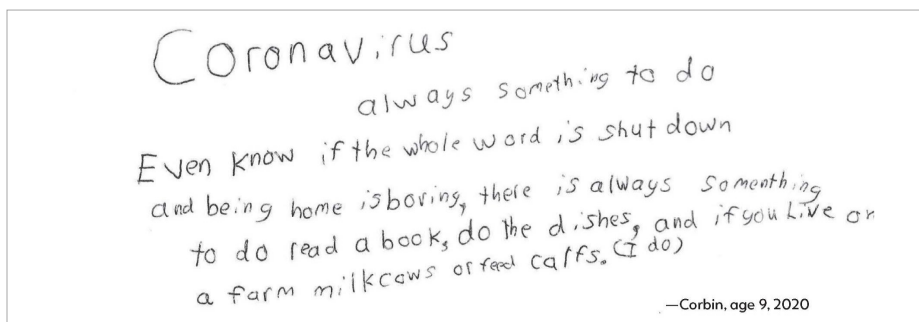
978-1-64472-325-8

AGES ADULT • 336 PAGES • 7 X 9 • HARDCOVER • \$24.99 U.S. / \$33.99 CAN

From the foreword by nationally syndicated columnist Amy Dickinson:

"In times of great stress or trouble, Mr. Rogers advised children: 'Look for the helpers. You will always find people who are helping.' That's exactly what children writing to 'Dear Highlights' find when they put pen to paper: Helpers whose open-minded trust and kindness surely has made our world a better place."

- Over the last 75 years, *Highlights* has received and responded to hundreds of thousands of letters from children, which are now archived at Ohio State University.
- Arranged thematically, this curated collection captures timeless themes relevant to every child: family and friends, feelings, hopes and dreams, societal concerns, current events, and COVID-19; and, in the final chapter, truly challenging experiences some kids face, including grief, loss, and abuse.
- The children's letters, poems, and artwork in *Dear Highlights* form a voice of modern childhood in all its complexities and universal themes.



—Maleah, age 7, 2005

See next page for marketing plans

Dear Highlights

Marketing Plans

NATIONAL BOOK MARKETING CAMPAIGN

- National Media—Top-Tier Broadcast, Digital, and Print
- Paid & Organic Social Media
- *Dear Highlights* Podcast—Premiers April 27, 2021
 - Each of the episodes will feature an expert in child psychology, education, or child development, discussing actual children's letters sent to *Highlights* with Christine French Cully. May 4, 2021, will be a special Mother's Day episode, featuring letters about moms and motherhood.
- Bookstore/Speaking Tour (in-person/virtual)—Boston, Chicago, NYC, Seattle, Washington, DC, Nashville, and more
- *Highlights* & *High Five* Magazine Cover Wraps—September issues in homes in August
- *High Five* Magazine "Letter to Parents"—A *Highlights* first! September issue in homes in August
- Dedicated Email Campaigns to Millions of *Highlights* Consumers
- Trade, Wholesale, and Retail Marketing
- Regional Bookseller Holiday Catalog Placement
- ARC & Bound Book Key Account Mailings
- Book Trailer & Other Video Content
- *Highlights* Foundation Programming

The Brave Seven

It was the best of times, the worst of times,
that's how a classic started,
like people who were once so happy,
now are broken-hearted.
They're the loved ones of brave people,
who now are sadly gone,
their once happily bright faces,
now are grimly drawn.
A teacher rode the shuttle,
the first teacher into space,
for that she eagerly waited,
with a smile upon her face.
Six astronauts accompanied her,
but little did they know,
that along with her, they'd lose their lives,
and the things that they love so.
So now let's take a moment,
to think of those brave seven,
who, on the wings of the Challenger,
Have soared their way to heaven.

—Spencer, age 11, 1986



75th ANNIVERSARY NATIONAL BRAND MARKETING CAMPAIGN

Award-Winning Advertising Agency—Giant Spoon

- Dedicated multimillion-dollar investment in media, PR, content, and thought leadership
- 360-degree marketing across the full scope, scale, and reach of *Highlights* marketing mix



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