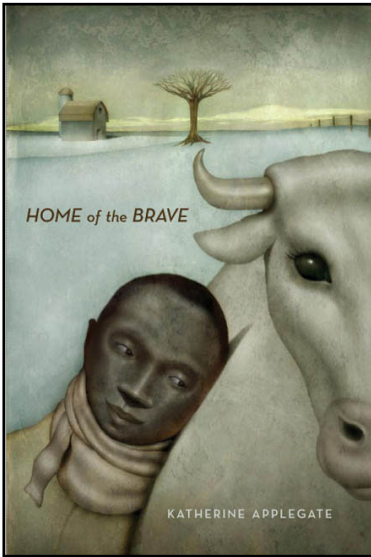




A MIDWEST CONNECTIONS PICK for September!

HOME OF THE BRAVE

A Novel by Katherine Applegate



“The immigrant experience is not one that we all have to live through, but everyone should read about it. There are certainly lots of different points of view and cultures we need to explore to understand our world today. HOME OF THE BRAVE is told from the viewpoint of a young Sudanese boy who has come to this country to live with his aunt and cousin, who also are refugees. He is for the most part positive about his new situation, but his thoughts about the rest of his family and the destructive violence in his homeland are heart-wrenching. Told in spare blank verse that’s both compelling and accessible, HOME OF THE BRAVE will appeal to a wide range of readers, children and adults.” --Ellen Scott, The Bookworm, Omaha, NE

HOME OF THE BRAVE by **Katherine Applegate** (Feiwei and Friends) is a **MIDWEST CONNECTIONS PICK** for September. It is available now.

Upon his arrival in America, Kek experiences many strange and frightening things. He sees snow for the first time and feels its sting. He’s never walked on ice, and falls easily. And he wonders if the people in this new place will be like the winter - cold and unkind. In Africa, Kek lived with his mother, father, and brother. But only he and his mother survived, and now she’s missing and Kek is on his own. Slowly, he makes friends: a girl who is in foster care, an old woman who owns a rundown farm, and a cow whose name means “family” in Kek’s native language. As Kek awaits word of his mother’s fate, he weathers the tough Minnesota winter by finding warmth in his new friendships, strength in his memories, and belief in his new country.

You may know **Katherine Applegate** as **K.A. Applegate**, author of the bestselling series *Animorphs*, which has sold over 30 million copies worldwide. Here, Katherine is making a debut with her first stand-alone literary novel -- a beautifully wrought novel about an immigrant’s journey from hardship to hope. As she explains, *“I hope readers will see the neighbor child with a strange accent, the new kid in class from some faraway land, the child in odd clothes who doesn’t belong. I hope they see themselves.”* Applegate and her family live in North Carolina.



Please read this remarkable and heartwarming novel now! We know it will quickly become one of your favorite hand-sells and top book club recommendations. Send your comments and reviews to us, too, so we can share them with your fellow MBA booksellers and with your customers!

HOME OF THE BRAVE by Katherine Applegate

Feiwei and Friends / An imprint of Holtzbrinck Publishers
Middle-Grade Fiction/Ages 10-14/Grades 5 and up
Hardcover, \$16.95

On Sale Date August 21 -- Order books from your Holtzbrinck rep or your preferred wholesaler.

Qty___ | 0 312-36765-1 | ISBN-13 978-0-312-36765-7 | HOME OF THE BRAVE | \$16.95 | Middle Grade Fiction

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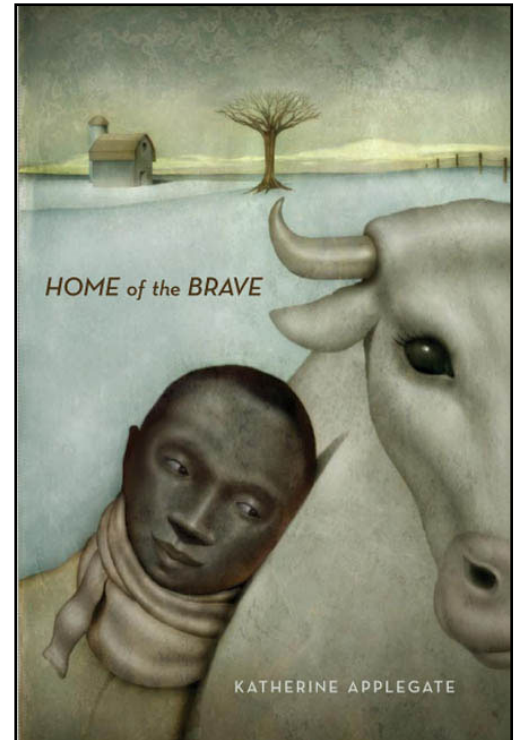
REGIONAL MARKETING PROGRAM

Featuring
HOME OF THE BRAVE
A Novel by
Katherine Applegate
Feiwe! and Friends
An imprint of Holtzbrinck Publishers

A MIDWEST CONNECTIONS PICK for SEPTEMBER!

"I became interested in the future of the characters in this book immediately. It's the story of Kek, an African immigrant to the cold climate of Minnesota. We learn of his problems in and out of school, how he copes with his new life, his old fears, and his hopes for a better future where his mother will be with him again here in America. It's fascinating how he finds ways to translate his past life in Africa to his new one in Minnesota. It's a quick read, but the story will stay with you a long time."

--Carl Wichman, NDSU Bookstore, Fargo, ND



MIDWEST CONNECTIONS Marketing Plans for HOME OF THE BRAVE

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author will attend the MBA Trade Show and participate in the Authors Lunch event
- Author events in MBA bookstores may be possible – author's time in the Midwest is limited
- All author events promoted on the MBA Bookstore Events website www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Reading copies of **HOME OF THE BRAVE** available to MBA stores from Feiwe! and Friends. Also available from MBA
- Sell sheet/order form on the book available as a PDF file on the MBA website
- Reading group guide available on the publisher's website and as a PDF file on the MBA website (to come)
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections signs, bookmarks and shelf-talkers for in-store displays – earn a display rebate, too!

Questions? Check the website or contact MBA!

Go to the MBA website in the **Members Area** for more details: www.midwestbooksellers.org
Member login name **mbamember** and password **shoplocally**. Click on the Midwest Connections banners to get to the Midwest Connections pages.

Contact Susan Walker at:
UMBAoffice@aol.com or
susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote *HOME OF THE BRAVE* and author Katherine Applegate!

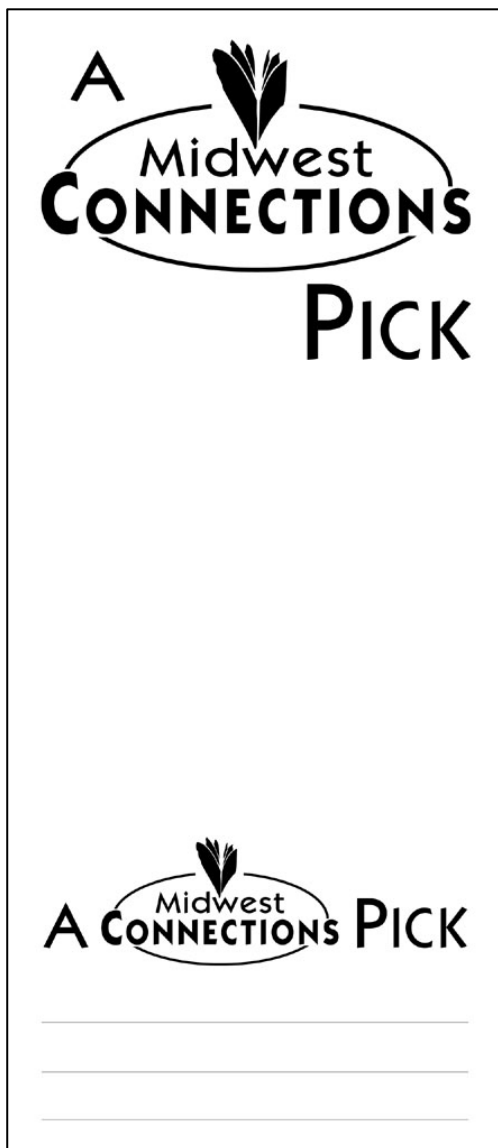
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *HOME OF THE BRAVE* in at least three ways between September 1, 2007, and December 31, 2007. The list of possible promotions is on the checklist on the rebate form - see the next page.

YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES. To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *KEEPING THE HOUSE*. **YOU ALSO MUST REPORT YOUR SALES OF *KEEPING THE HOUSE* to MBA.**

Use the checklist and rebate form on the next page to help verify your promotions. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by January 15, 2008.



This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on HOME OF THE BRAVE by Katherine Applegate

Shelf-talker (left) - shown here at 70% of actual size

A sign/flyer; a reading group guide; and a B&W print ad to which you can add your own store info will be available soon as PDF files at the MBA website www.midwestbooksellers.org. JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on HOME OF THE BRAVE by Katherine Applegate.



HOME OF THE BRAVE by Katherine Applegate [Feiwel and Friends/Holtzbrinck] Rebate Request Form

Deadline January 15, 2008

In order to be eligible for rebates for promoting HOME OF THE BRAVE, your store must promote this book in at least three of the following ways between September 1, 2007, and December 31, 2007. YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.

Use this checklist and rebate form to compile your documentation. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44th Street, Minneapolis, MN 55410 by January 15, 2008.

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

REQUIRED! Report your store's sales of *HOME OF THE BRAVE* for September through December 2007.

- ___ Display *HOME OF THE BRAVE* on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Advertise this book in a local publication in your community using the print ad format available from The MBA website. SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.
- ___ Feature, review, and/or advertise *HOME OF THE BRAVE* in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- ___ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.
- ___ Review, discuss or advertise *HOME OF THE BRAVE* on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Katherine Applegate. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote *HOME OF THE BRAVE* to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.
- ___ Hand-sell this book in your store as a "staff pick" or recommended title. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- ___ Send your bookseller recommendation or review of *HOME OF THE BRAVE* to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with the publisher.
- ___ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You ALSO can earn the following rebates from MBA. In all cases, you MUST provide appropriate documentation by January 15, 2008 in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *HOME OF THE BRAVE* for the months of September through December 2007.

- ___ \$25 rebate for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- ___ \$25 rebate for displaying *HOME OF THE BRAVE* in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- ___ \$25 rebate for running a print ad on *HOME OF THE BRAVE* in your local newspaper or similar publication, including a photo of the book cover.