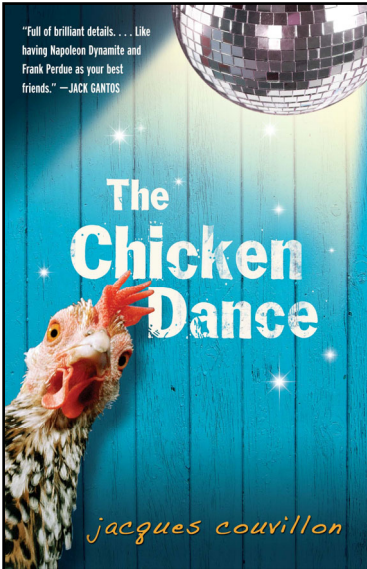




A MIDWEST CONNECTIONS PICK for September!

THE CHICKEN DANCE A Novel by Jacques Couvillon



“THE CHICKEN DANCE is one of those debut novels that buyers love. It is a story that children and adults of all ages can enjoy and it leaves you impatiently waiting for the author’s next novel. I instantly fell in love with the novel’s southern charm and the innocence of the main character, Don. You can immediately picture a small shy child trying to find his way in the world... With THE CHICKEN DANCE, Jacques Couvillon has made his mark as one of the new young adult authors to watch.”

-Lauren Lanza, Square Books, Oxford, MS

THE CHICKEN DANCE by Jacques Couvillon (Bloomsbury USA Children’s Books) is a **MIDWEST CONNECTIONS PICK** for September and a Book Sense Children’s Books Pick for Fall. It is available now.

Cross-Promote THE CHICKEN DANCE and GIMME CRACKED CORN!!!

Young Don Schmidt lives on a chicken farm in Horse Island, Louisiana, where his mother keeps chickens not so much for the eggs as for the “ambience.” He loves the chickens more than anything or anyone. His older sister died when he was little, but he can’t ever forget her because his mother never stops talking about what a great dancer she was. When Don enters a contest and wins first place for chicken judging, his parents don’t notice his achievement, but everyone else in town does.

Then one day, Don finds some canceled checks for a private detective and a birth certificate with his birthday on it - but with a different person’s name - and he wonders what secrets are being kept from him, especially about his dead sister. Slowly, Don realizes that what his parents have been telling him his whole life may not be true.

Jacques Couvillon was born and raised on a farm in Cow Island, Louisiana. Although he has lived in several cities, he considers Cow Island his home. He will not say which, but some of the events in **THE CHICKEN DANCE** may actually have happened to him.

We urge you to read this truly exceptional debut novel. 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!



THE CHICKEN DANCE by Jacques Couvillon On sale early September

Bloomsbury USA Children’s Books / Holtzbrinck Publishers
Fiction/Middle-Grade Fiction/Ages 10 and up/Grades 5 and up

Order books from your Holtzbrinck rep or your preferred wholesaler

Qty___ | 1-59990-043-2 | ISBN-13 978-1-59990-043-8 | THE CHICKEN DANCE | \$16.95 | Middle Grade Fiction

Holtzbrinck Publishers, VHPS Distribution Center, 16365 James Madison Highway, Gordonsville, VA 22942-8501

To place an order call: 1 (888) 330-8477 or Fax 1 (800) 672-2054

NON RDC ORDER FORM

Account Number		RDC	Order Date	P.O. Number	
Date	Dept. Num.	Sales Rep.	Territory Num.	Buyer	Ship Via
Bill to:			Ship to:		Special Instructions PROMO Code: T019
Zip:			Zip:		

Sell More Books with MBA's



**Cross-Promote THE CHICKEN DANCE and
GIMME CRACKED CORN!!!**

REGIONAL MARKETING PROGRAM

Featuring

THE CHICKEN DANCE

A Novel by

Jacques Couvillon

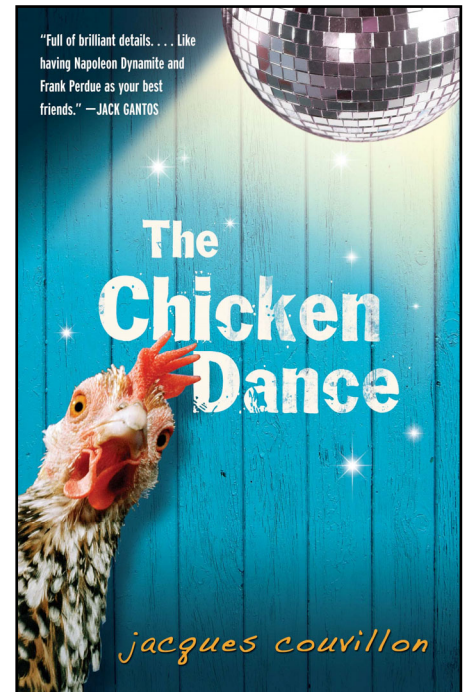
Bloomsbury USA Children's Books / Holtzbrinck Publishers

"I read THE CHICKEN DANCE in almost literally one gulp and I still feel the glow from it...This is a book to savor and re-read."

--Carol Moyer, Quail Ridge Books, Raleigh, NC

"I thoroughly loved it! I became enamored with Don's voice. He is a wonderful protagonist: quirky, deadpan funny, and self aware...THE CHICKEN DANCE is a great story for young boys, as there are too few books with boy protagonists that ring as true as this one does."

--Michele Lonergon, Treehouse Books, Holland, MI



MIDWEST CONNECTIONS Marketing Plans for **THE CHICKEN DANCE**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- 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 **THE CHICKEN DANCE** available to MBA stores from Bloomsbury. 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 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, 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 **THE CHICKEN DANCE** and author Jacques Couvillon!

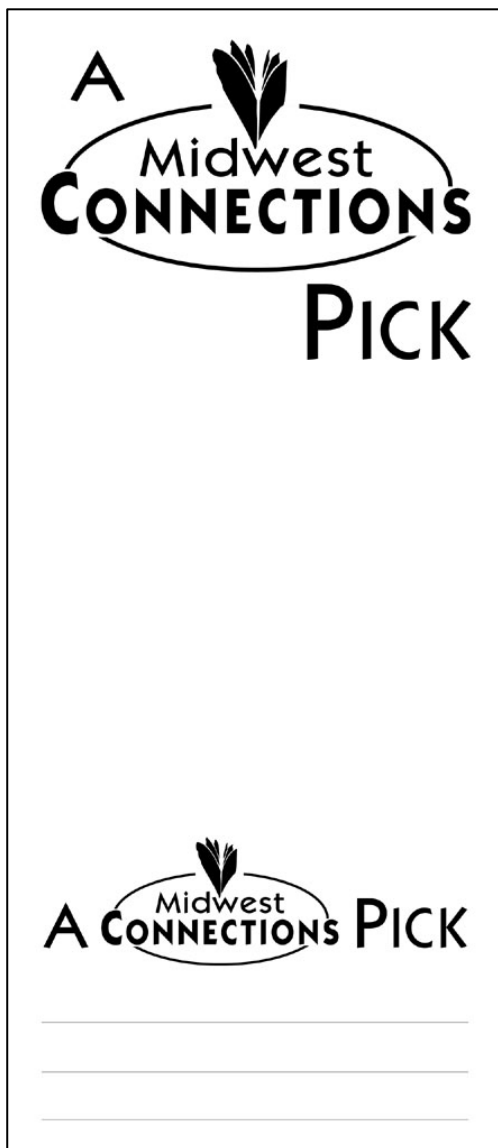
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE*. **YOU ALSO MUST REPORT YOUR SALES OF *THE CHICKEN DANCE* 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 THE CHICKEN DANCE by Jacques Couvillon

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 THE CHICKEN DANCE by Jacques Couvillon.

Cross-Promote *THE CHICKEN DANCE* and *GIMME CRACKED CORN & I WILL SHARE*!!!



THE CHICKEN DANCE by Jacques Couvillon Rebate Request Form

[Bloomsbury USA Children's Books/Holtzbrinck]

Deadline January 15, 2008

In order to be eligible for rebates for promoting THE CHICKEN DANCE, 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 *THE CHICKEN DANCE* for September through December 2007.

___ Display *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* on your local radio station. DOCUMENT TO MBA.

___ Host an event or informal stock signing at your store with author Jacques Couvillon. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.

___ Promote *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* 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 *THE CHICKEN DANCE* in your local newspaper or similar publication, including a photo of the book cover.