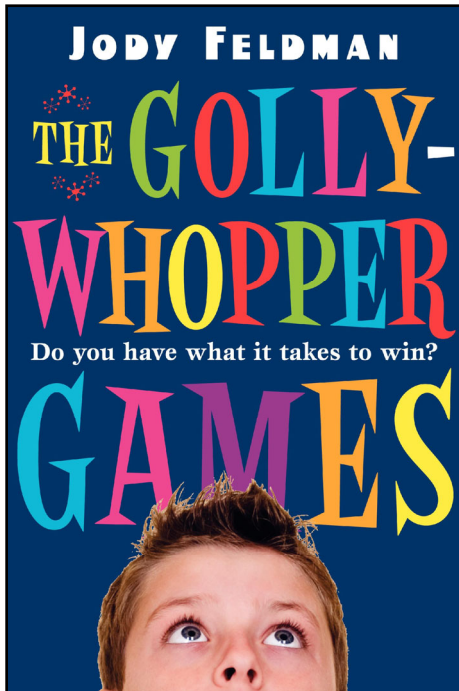




A MIDWEST CONNECTIONS PICK Starting in March!



THE GOLLYWHOPPER GAMES

by Jody Feldman

Illustrated by Victoria Jamieson

"This is a well-written story with great characters and an interactive element. Kids of all ages will enjoy and learn from THE GOLLYWHOPPER GAMES. So are you ready - to win!"-- Vicki Erwin, Main Street Books, St. Charles, MO

THE GOLLYWHOPPER GAMES is being promoted by MBA and Greenwillow Books/HarperCollins as a **MIDWEST CONNECTIONS PICK** starting in **March**.

Ladies and Gentlemen! Boys and Girls! Welcome to the biggest, bravest, boldest competition the world has ever seen!

THE GOLLYWHOPPER GAMES! Are you ready? Gil Goodson sure hopes he is. His future happiness depends on winning the Golly Toy &

Company's ultimate competition. If Gil wins, his dad has promised the family can move out of Orchard Heights - away from all the gossip, the false friends, and bad press that have plagued the Goodsons ever since "the incident."

Gil's been studying for months. He thinks he knows everything about Golly's history and merchandise. But does he know enough to answer the questions? Solve the puzzles? Complete the stunts? Will it be more than all the other kids know? Gil has formidable opponents who have their own special talents, so he knows he must be quicker and smarter than all of them. And for Gil, the ride of a lifetime is about to begin.

Jody Feldman holds a journalism degree from the University of Missouri. She worked in advertising before becoming a full-time author, and her writing has appeared in newspaper and magazine ads, as well as on television and radio.

THE GOLLYWHOPPER GAMES is her first children's book. She lives in St. Louis, MO. **Jody is a featured author at the MBA Spring Meeting Authors Reception in Des Moines on April 6!**

Please read this fun-packed, interactive book as soon as you can. We know you'll love it as much as we do! It quickly will become one of your hand-sell favorites and top book club recommendations!

Send your comments and reviews about **THE GOLLYWHOPPER GAMES** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers.



THE GOLLYWHOPPER GAMES

by Jody Feldman

Children's Middle Grade Fiction / Ages 10-14 / March 2008

Hardcover / \$16.99 / ISBN-13: 0-978-0-06-121450-9 / ISBN-10: 0-06-121450-7

Order from your Greenwillow Books / HarperCollins rep or your preferred wholesaler

MIDWEST CONNECTIONS marketing information on the next page...

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

THE GOLLYWHOPPERS GAMES

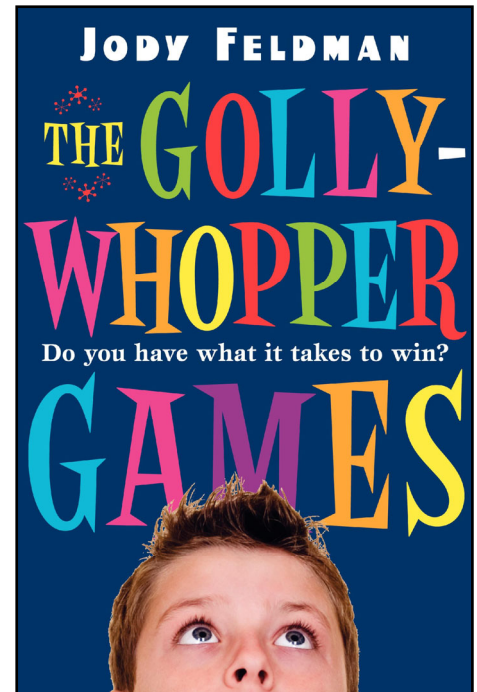
By Jody Feldman

Illustrated by Victoria Jamieson

Greenwillow Books / HarperCollins

"The game is about to begin, and readers can compete alongside Gil Goodson and his fellow contestants in the Gollywhopper Games, sponsored by the Golly Toy and Game Company. A million dollars is the prize, but for Gill it goes much deeper. His father's been accused of embezzling from the Golly Company, so Gil wants to clear his dad's name - then use the money to move as far away as he can get. This is a well-written story with great characters and an interactive element. Kids of all ages will enjoy and learn from THE GOLLYWHOPPER GAMES. So, are you ready - to win?"

--Vicki Erwin, Main Street Books, St. Charles, MO



MIDWEST CONNECTIONS Marketing Plans for **THE GOLLYWHOPPER GAMES**

www.midwestbooksellers.org/members/gollywhopper.html

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Opportunities for author events in MBA bookstores
- Create your own "Gollywhopper Games" and stage an authorless event for kids in your store.
- 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
- Sample copies of *THE GOLLYWHOPPER GAMES* available from Greenwillow/HarperCollins and MBA.
- Sell sheet on the book available as a PDF file on the MBA website
- Full color sign/flyer available as a PDF file
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- FREE Midwest Connections Picks book stickers – request a roll from the MBA office
- Midwest Connections shelf-talkers, signs, and bookmarks to download and print 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 page.

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

Promote *THE GOLLYWHOPPER GAMES* and Jody Feldman!

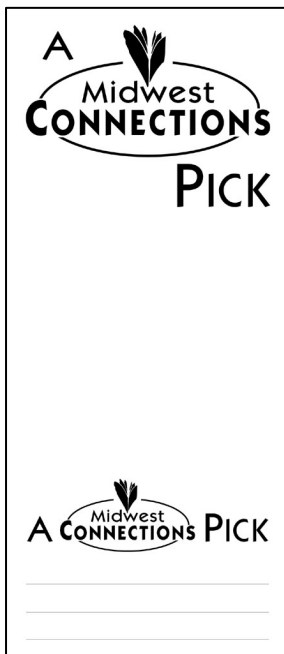
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE GOLLYWHOPPER GAMES* in at least three ways between March 1, 2008, and June 15, 2008. 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 GOLLYWHOPPER GAMES*. **YOU ALSO MUST REPORT YOUR SALES OF *THE GOLLYWHOPPER GAMES* 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 June 30, 2008.



FREE MIDWEST CONNECTIONS PICK book stickers are available from the MBA office!

This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members MIDWEST CONNECTIONS page and click on the link from THE GOLLYWHOPPER GAMES to get to the web page for this book -- www.midwestbooksellers.org/members/gollywhopper.html

You also will find generic signs and bookmarks for the MIDWEST CONNECTIONS program.

JPG files of the book cover and author photos are available on the book's web page, above.

A full-color sign or flyer for this book is available as a PDF file on the web page.

A Q&A with the author and discussion questions about the book will be available as PDFs in the near future. These are

excellent materials for use with kids book clubs.

A B&W print ad to which you can add your own store info will be available soon as a PDF file at the MBA website www.midwestbooksellers.org/members/gollywhopper.html



STICKER graphic

WIN! WIN!! WIN!!!

The game is about to begin, and readers can compete alongside Gil Goodson and his fellow contestants in The Gollywhopper Games. A million dollars is the prize, but for Gil it goes much deeper. His father's been unjustly accused of embezzling from the Golly Company, so Gil wants to clear his dad's name – then use the money to move as far away as he can get. This is a well-written story with great characters and an interactive element. Kids of all ages will enjoy and learn from **THE GOLLYWHOPPER GAMES**.

So, are you ready -- to win?
-- Vicki Erwin, Main Street Books, St Charles MO

JODY FELDMAN
THE GOLLYWHOPPER GAMES
Do you have what it takes to win?

**THE GOLLYWHOPPER GAMES by Jody Feldman [Greenwillow Books / HarperCollins]
Rebate Request Form Deadline June 30, 2008**

In order to be eligible for rebates, your store must promote *THE GOLLYWHOPPER GAMES* in at least three of the following ways between March 1, 2008, and June 15, 2008. 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 June 30, 2008.

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

REQUIRED! Report your store's sales of *GOLLYWHOPPER GAMES* for March-June 2008 QTY SOLD _____

- ___ Display *THE GOLLYWHOPPER GAMES* 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 GOLLYWHOPPER GAMES* 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 GOLLYWHOPPER GAMES* on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with the author; or host an authorless event featuring the book. END MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote this book to local reading groups or book clubs. DOCUMENT READING GROUP USE 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 GOLLYWHOPPER GAMES* 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 June 30, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *THE GOLLYWHOPPER GAMES* for the months of March 2008 through June 2008.

- ___ \$25 rebate: feature, review, or advertise this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover
- ___ \$25 rebate: run a print ad on *GOLLYWHOPPER GAMES* in your local newspaper or similar publication, including a photo of the book cover. You may also get this rebate for running a radio ad.
- ___ \$25 rebate: **DISPLAY THIS ONE BOOK ON ITS OWN** in a table, window, or wall display, with at least 3 copies.
OR
- ___ **ONE \$25 rebate ONLY:** do a **GROUP** display of the MARCH MIDWEST CONNECTIONS PICKS titles. *GOLLYWHOPPER GAMES* is one of 3 Midwest Connections books launched in MARCH.

PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE PER MONTH. YOU MAY NOT USE THE SAME GROUP DISPLAY TO CLAIM REBATES FOR EACH OF THE INDIVIDUAL TITLES INCLUDED IN THAT GROUP.