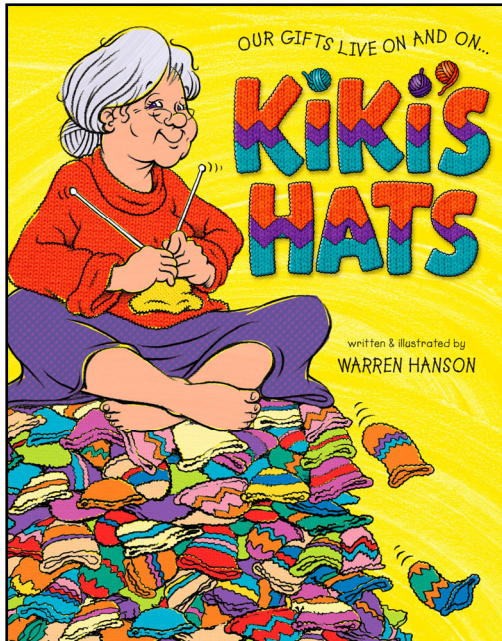




A MIDWEST CONNECTIONS PICK for October!



KIKI'S HATS Written & Illustrated by Warren Hanson

“Kiki knits hats, but she gives joy. And that joy, like her hats, keeps multiplying. KIKI'S HATS whimsically reminds us that kindness can't be contained -- a good lesson for everyone. The delightful pictures and rhyming text by Warren Hanson takes this good lesson and makes it a great book for all ages in all seasons. I love KIKI'S HATS!”

--Keri Holmes, The Kaleidoscope: Our Focus is You, Hampton, IA

KIKI'S HATS by Warren Hanson is being promoted by the Midwest Booksellers Association and Tristan Publishing as a **MIDWEST CONNECTIONS PICK** for October. It will also be featured in the 2007 MBA Catalog during the upcoming holiday season.

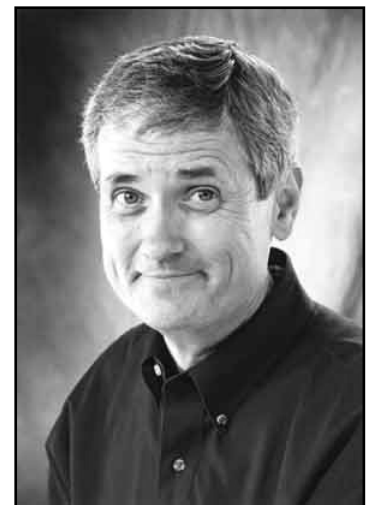
KIKI'S HATS - Our Gifts Live On and On is a lively story of a lovable woman who knits hats and gives them away. As Kiki's hats circulate to more and more people, the story shows young readers the good we can do, the fun we can have doing it, and how it doesn't have to be complicated or difficult. It can be as simple as knitting a hat, raking a neighbor's leaves, visiting someone who is sick, or raising money and giving it away.

“I loved it!! This is a marvelous story that teaches an important value to children and adults alike. I have a children's event coming up and I plan to read this book as one of the selections. It will also be going on my next book order!!” -- Angie Grafstrom, Inspiration Hollow, Roseau, MN

Warren Hanson is the beloved illustrator of such bestsellers as *A Cup of Christmas Tea* and *PEEF The Christmas Bear* series. He is the author and illustrator of *Raising You Alone* and the illustrator of *Reading with Dad*. His books have brought comfort and encouragement to readers of all ages -- *The Next Place*, *Older Love*, and *Beginning* to mention a few. He lives in St. Paul, MN and travels extensively, averaging 200 personal appearances each year.

Please read this wonderful new picture book with its “pay it forward” message 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 for children.

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



KIKI'S HATS by Warren Hanson

Tristan Publishing
Children's Fiction/Picture Book/ Ages 10 and up
Hardcover, \$16.95
ISBN-13 978-0-931674-94-5

Order from your preferred wholesaler

MIDWEST CONNECTIONS marketing information on the next page...

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

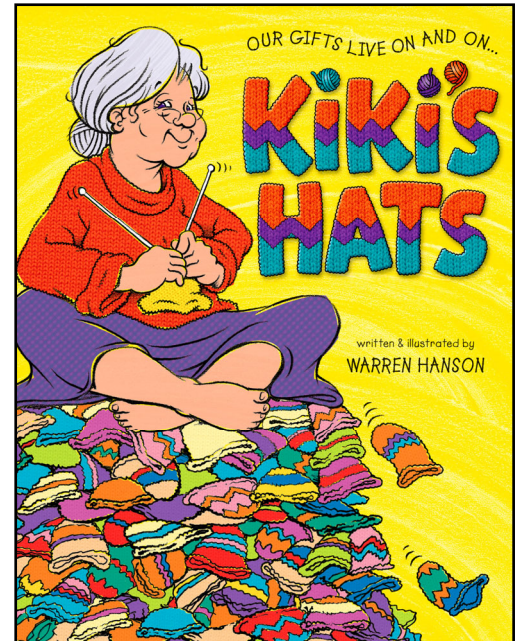
Featuring

KIKI'S HATS Written & Illustrated by Warren Hanson

Tristan Publishing

KIKI'S HATS by Warren Hanson is a *MIDWEST CONNECTIONS PICK* for October. It will also be featured in the 2007 MBA Catalog during the upcoming holiday season.

Here is a wonderful story with a "pay it forward" message that all of us can embrace wholeheartedly. In **KIKI'S HATS**, a lovable woman knits hats and gives them away, and in doing so, teaches young readers an invaluable lesson about the good we can do and the fun we can have doing it. The story also reminds us that we each have special gifts we can use to do something wonderful for someone else. Once again, **Warren Hanson** delivers an inspiring story that will resonate with readers of all ages.



MIDWEST CONNECTIONS Marketing Plans for **KIKI'S HATS**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author events in MBA bookstores
- Featured title in the 2007 MBA Catalog during the upcoming holiday season
- 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
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- Reading copies of **KIKI'S HATS** available from Tristan Publishing and MBA.
- Sell sheet on the book available as a PDF file on the MBA website
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections 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 page.

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

Promote *KIKI'S HATS* and author **Warren Hanson!**

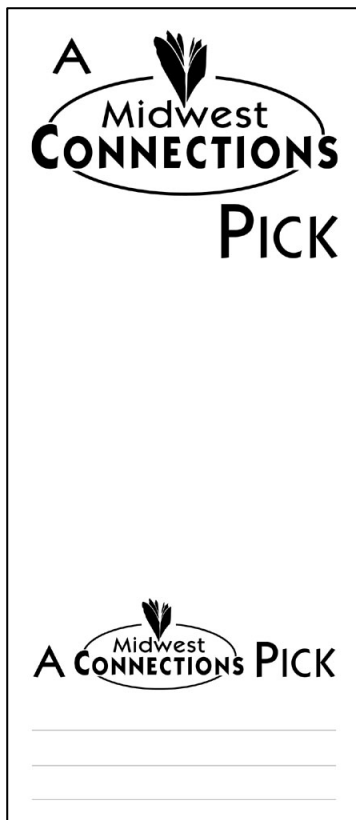
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *KIKI'S HATS* in at least three ways between October 1, 2007, and January 31, 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 *KIKI'S HATS*. YOU ALSO MUST REPORT YOUR SALES OF *KIKI'S HATS* to MBA.

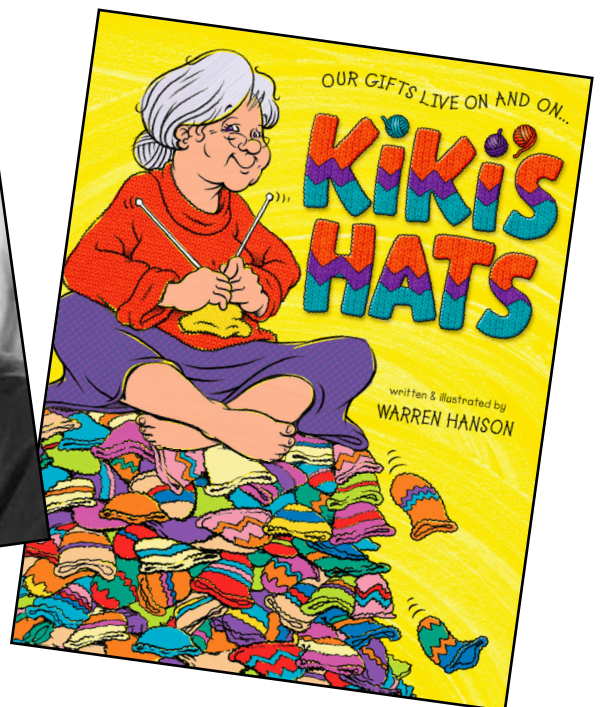
Use the checklist and rebate form on the next page to help verify your promotions. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by February 15, 2008.



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 [KIKI'S HATS by Warren Hanson](#)

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

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 [KIKI'S HATS by Warren Hanson](#)



KIKI'S HATS by Warren Hanson [Tristan Publishing]

Rebate Request Form

Deadline February 15, 2008

In order to be eligible for rebates for promoting *KIKI'S HATS*, your store must promote this book in at least three of the following ways between October 1, 2007, and January 31, 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 **February 15, 2008.**

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

REQUIRED! Report your store's sales of *KIKI'S HATS* for October 2007 through January 2008.

___ Display *KIKI'S HATS* 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 *KIKI'S HATS* 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 *KIKI'S HATS* on your local radio station. DOCUMENT TO MBA.

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

___ Promote *KIKI'S HATS* 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 *KIKI'S HATS* 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 February 15, 2008, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of *KIKI'S HATS* for the months of October 2007 through January 2008.

___ **\$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 *KIKI'S HATS* 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 *KIKI'S HATS* in your local newspaper or similar publication, including a photo of the book cover.