To whom it may concern.

Legend of the Star Runner is the debut book of J. I. Wagner and the beginning of a new adventure series for young explorers. Each chapter contains a beautiful color illustration filled with visual clues for the reader to find, so they can work alongside the protagonists to unravel a mystery.

The concept is specifically, but not exclusively, geared towards children who favor smartphones and video games over books. It aims to get kids' eyes off screens and onto paper. One of the reasons for the success of video games is that every few minutes the player is rewarded, leading them to frequently experience a feeling of accomplishment.

This book is designed to achieve the same. It is divided into 31 concise chapters, each of which ends with a puzzle to be solved by examining a beautiful color illustration. The result is not only highly entertaining, but also equally rewarding, capable of capturing the attention of today's young video gamers. The high-quality visuals are another reason video gaming kids will feel right at home.

Comparable titles are the *Book Scavenger* series, the *Cam Jansen* series, the *Hilde Cracks the Case* series and the *Get a Clue* series. However, none of those titles compares when it comes to the full color illustrations employed throughout *Legend of the Star Runner*.

Marketing will focus on social media and video platforms, leveraging the title's breadth of color illustrations. Considerable effort is being put into producing high quality online videos, presenting select mysteries and inviting viewers to solve them. For a sample please go to: TimmiTobbson.com. The initial campaign will commence twelve weeks prior to release and last throughout summer 2018.

Sincerely,

Jerry Friends

Publishing Services & Distribution Manager
Thomson-Shore, Inc.

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Fact Sheet

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LEGEND OF THE STAR RUNNER: A Timmi Tobbson Adventure

Get ready for adventure: Think fast to unravel each mystery.

Story

Following the clues concealed within a centuries-old family legacy, Timmi Tobbson and his friends hope to save a dear friend. But only twenty-four hours remain to unravel the legend of a long-lost pirate ship, buried somewhere deep beneath the city streets. Unbeknownst to them, their search awakens a mystical dark power, sworn to protect what is hidden on board the once famous Star Runner.

Selling Points

- **Mysteries to Solve:** The book is divided into 31 concise chapters, each of which ends with a puzzle to be solved by finding and interpreting visual clues concealed within a beautiful color illustration. In so doing, the reader becomes part of the adventure, working alongside the protagonists.
- **Beautiful Color Illustrations:** We are not aware of any comparable title featuring such a breadth of high-quality color illustrations. *Legend of the Star Runner* gives readers the best of both worlds, merging the visual appeal of a graphic novel with text-based storytelling's power to spark imagination.
- **Gets Kids' Eyes Off Screens:** This book's concept lends itself to capturing the attention of today's young video gamers, who may not value books as much. One of the main reasons for the appeal of video games is a frequent feeling of accomplishment. This book is designed to achieve the same. The 31 concise chapters, each ending with a puzzle to be solved, provide an equally rewarding experience. The high-quality visuals are another reason video gaming kids will feel right at home.
- **Chapter Book:** Suitable for children with short attention spans or a lack of reading experience.
- **Promotes Values:** The importance of friendship, perseverance and courage is promoted throughout.
- **Broad Age Range Appeal:** Just as adventure games on a computer appeal to a broad age range, with the majority of players in their twenties and thirties, so does the concept of this title.
- **Hidden Secret:** This book contains a hidden puzzle which is unrelated to the story and involves all thirty-one main illustrations. On TimmiTobbson.com, readers can check if they found all the clues and have solved the secret puzzle correctly.

Marketing & Publicity

The book marketing will resemble the approach known from movie or video game promotions, with a focus on social media and video platforms, leveraging the title's breadth of color illustrations.

- **Social Media Campaign:** Parents will be directly targeted on social media platforms such as Facebook, positioning the book as a way to get their kids' eyes off computer screens and back onto paper.
- **Video Campaign:** Children and young teens alike will be targeted on platforms such as YouTube and Instagram with high-quality videos, presenting select mysteries and inviting viewers to solve them. To view the current AAA-quality book trailer go to TimmiTobbson.com.
- **Viral Campaign:** Online ads and tweets building on the fact that most supporting characters are illustrated with famous movie characters in mind – such as Johnny Depp's character Jack Sparrow in *Pirates of the Caribbean*.
- **On- and Offline Publicity:** Additional awareness will be generated through:
  - A 30-day pre-release Kickstarter campaign
  - Targeted, paid online advertisement and search result placements
  - Book review submissions
  - Press releases and book blogger interviews
  - TimmiTobbson.com website and Facebook fan page (with over 600 followers already, nearly all of whom were acquired by campaigning during book production in 2016/17)

About the Author

In the 1980es, J. I. Wagner experienced the rise of computer and video games as a child. He soon found himself playing games as often as he could, sometimes from dawn to late at night. Only one book series, called *Get a Clue*, could get his eyes off his computer screen. Witnessing the ever increasing smartphone usage amongst children in recent years, Wagner was driven to create a book series for today's young generation that would do for them what *Get a Clue* did for him.

Jens I. Wagner lives with his beloved wife, who is expecting their first child at the time of writing, and two big orange cats right at the edge of a forest near Frankfurt, Germany. He holds a Masters degree from Oxford University where he loved being part of the Christ Church College community.

This is his debut book.