

A KID'S GUIDE TO BACKYARD TREES

HOOK

A Kid's Guide to Backyard Trees offers an inside look into some of the United States' most common trees, as well as numerous ways for kids to engage with the outdoors and conservation efforts.

DESCRIPTION

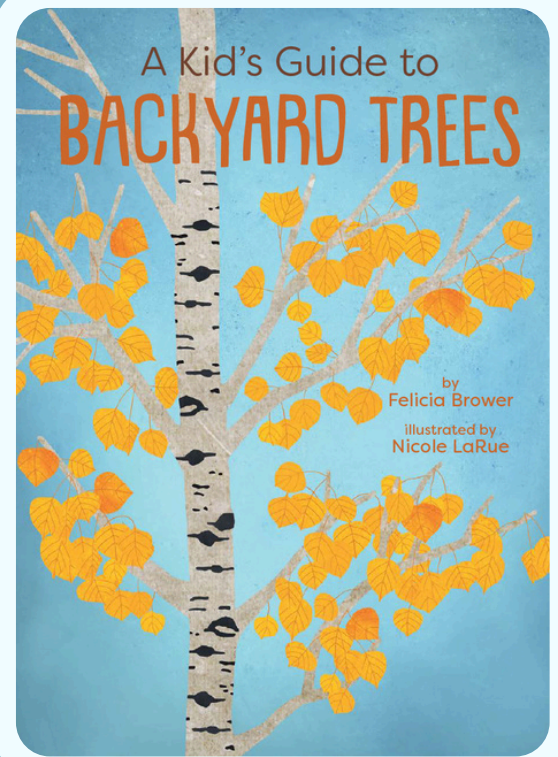
Even the biggest cities depend on trees for natural beauty, air purification, and shade. Perfect for kids aged 6 to 8, A Kid's Guide to Backyard Trees leans into the readily available specimens that can be found in our own backyard! This essential handbook not only encourages kids to get outside and explore nature, but also contains fascinating facts about some of our most common trees, a DIY project, a log for keeping track of their finds, important information on tree conservation, and a glossary of tree-related terms. Its portable size makes it easy to use on the go, whether in a back pocket, backpack, or bike basket.

KEY SELLING POINTS

- There is an established market for books on the outdoors for kids, especially those which include some kind of interactive activity
- The book includes forty well-researched trees, each with its own illustrated spread and unique identification characteristics
- A DIY activity teaches kids how to turn leaves into a work of art, and a handy tree log allows them to keep track of their finds

AUDIENCE

- **Primary: Adults Over 30**
 - Parents, aunts, uncles, grandparents
 - Interested in getting their related kids outdoors
- **Secondary: Kids Under 10**
 - Outdoorsy
 - Curious about nature
 - Interested in learning more about the environment



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ISBN-13: 978-1-423668-01-5

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Format: Trade Paperback

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BISAC Codes:

JUVENILE NONFICTION /
Science & Nature / Trees &
Forests

JUVENILE NONFICTION /
Reference / General

NATURE / Plants / Trees



Gibbs Smith

AUTHOR BIO

Felicia Brower is a nature writer, living in beautiful Denver, Colorado. She specializes in gardening, home landscaping, low-water Colorado native plants, regionally-adapted seeds, sustainability, regenerative agriculture, permaculture practices, and travel.

COMP TITLES

Listen to the Language of the Trees: A Story of How Forests Communicate Underground by Tera Kelley. 32 pages (trade paperback), Sourcebooks, Dawn Publications, 2022, \$8.99. ISBN-13 978-1-728232-17-1. RTD Sales 4,405.

Tall Tall Tree by Anthony D. Fredericks. 32 pages (trade paperback), Sourcebooks, Dawn Publications, 2017, \$8.99. ISBN-13 978-1-584696-02-5. RTD Sales 11,669.

A Kid's Guide to Backyard Birds by Eliza Berkowitz. 96 pages (trade paperback), Gibbs Smith, 2023, \$14.99. ISBN-13 978-1-423662-63-1. RTD Sales 2,082

Exploring Nature Journal For Kids: Observe and Record the Outdoors by Kim Andrews. 100 pages (trade paperback), Rockridge Press, Callisto Kids, 2019, \$13.99. ISBN-13 978-1-641523-63-9. RTD Sales 14,883

Exploring Nature Activity Book For Kids: 50 Creative Projects to Spark Curiosity in the Outdoors by Kim Andrews. 134 pages (trade paperback), Rockridge Press, Callisto Kids, 2019, \$13.99. ISBN-13 978-1-641523-92-9. RTD Sales 136,372

MARKETING & PUBLICITY HIGHLIGHTS

- Unique opportunity to have the book sold in gift shops at State Parks, National Parks, Botanical Gardens, Children's Museums, etc.
- Natural tie-in to Earth Day (April 22) and Arbor Day (April 25)
- Partnership with the Girl Scouts of the USA and their [Tree Promise](#), as well as selling potential in the Girl Scout Shop and/or Scout Shop
- Since the author resides in Colorado, there is potential for working with organizations such as: Denver Digs Trees, The Park People, Colorado Tree Coalition, Denver Urban Gardens, etc.
- A Kid's Guide to Backyard Trees guided tree walks with the author in and around Denver
- Book collateral: plantable postcards, wooden bookmarks, backyard trees sticker "passport," tree posters

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