



A Humongous Marketing Push

Extensive ARC distribution • National trade and consumer advertising • National radio advertising • Library & indie trade marketing campaign • Animated website by two-time Emmy winner, Scott Strong • Online excerpt • Author blog • Internet marketing campaign on kids' social networking sites • Sneak preview at the New York Comic Con with activities, posters, T-shirts, buttons, author and artist Q&A • Book Festival Tour • Select author interviews in different media

I'm NOT Going to Wait Until I Grow Up!

Think the concept of "the Professionals" is far-fetched? Think again. They are out there—kids just like Anna, Rachel, Quenton, and Todd.

"In my research, I found children with careers so successful that they would make most adults envious," says author MAC. "The little tykes are no longer waiting until puberty hits. They're hopping on the career bandwagon now!"

The Professionals

EPIC WITHOUT ELVES

The six-part "The Professionals" series introduces a new breed of heroes—a precocious bunch of eleven-year-olds who have to band together to stop the evil criminal mastermind Mr. Who. But instead of having magic wands or superpowers, The Professionals each have their own unique careers, giving kids something that they can realistically dream about and aspire to.

"With the children's book market now flooded with fantasy, we felt it was time for some mere mortals to step up to the plate," says Brandon Carter, president of Toasted Coconut Media, the book's publisher. "We were looking for a series that was epic without elves, so to speak. Something grounded in reality but still able to take you on one heckuva ride! And 'The Professionals' fits that bill perfectly with its mix of mystery and action."

Upcoming Adventures with "The Professionals"

Launching from Manhattan, "The Professionals" series hops the globe to exotic locales, including Paris and North Africa. In each book, a different character steps forward, taking center stage to pursue their own personal vendetta against Mr. Who, unearthing yet another piece of the mystery. Not until the sixth and final book is Mr. Who's insidious Master Plan revealed in all of its terrifying scope. Will **THE PROFESSIONALS** be able to fit the puzzle together in time to stop him?

Book 1 – Anna Smudge: Professional Shrink (May 2008)

Book 2 – Quenton Cohen: Professional Chef (Sept 2009)