Selina Kyle is fiercer than she knows. For fourteen years, she’s put up with her mother’s endless string of bad boyfriends, burying her resentment just below the surface. But when Dernell, her mom’s current boyfriend, proves crueler than all the others combined, Selina reevaluates her dismal life. There’s no way Selina and Dernell can live under the same roof, and since Dernell won’t leave, Selina must.

Life on the streets is rougher than Selina expects, however. In fact, it pretty much sucks—until by chance (or fate?), she falls in with a heist-happy gang of street kids like herself.

What Selina doesn’t see coming is how appealing life in a pack can be, and how tempting it is to accept the comfort that comes from trusting others, especially in crime-riddled Gotham City. But trust leads to vulnerability, and vulnerability leads to weakness—and Selina Kyle refuses to be weak. As friendships deepen and bonds grow, Selina struggles with her very nature: Can she run in a pack and maintain her independence?

Figuring out how to survive is simple compared to figuring out how to be.

Lauren Myracle is the best-selling author of many books for children and young adults, including the acclaimed Internet Girls books ttfn and ttyp, g8r. ttfl and ttfn are New York Times bestsellers and ttyp was the first book to be written entirely in instant message. Lauren is also the author of the popular Winnie Years middle-grade series.

For more information, contact Ailen Lujo with DC Trade Marketing
ailen.lujo@dcentertainment.com
Under the Moon

LAUREN MYRACLE

A CATWOMAN TALE

MARKETING AND PROMOTIONS

Trade Marketing (Pre-Publication)

- Advertising campaign
  - Publishers Weekly front cover, Shelf Awareness, Goodreads, NetGalley, Bookish, Booklist, School Library Journal, Kirkus, and Baker & Taylor and Ingram
  - 5,000-copy ARC print run
  - Sales kit distribution including ARCs, lithographs, bookmarks, tote bags, shelf-talkers and more!
  - ABA White Box mailings
- Extensive library and academic marketing
  - Discussion guide distribution
  - LibraryCons nationwide
  - Announcement at ALA Midwinter 2018
  - ALA Annual 2018 featured title
  - NCTE (National Council of Teachers of English) booth
- Events
  - 10-city tour including bookstore signings, school visits, and library events
  - ABA Winter Institute, ALA Midwinter 2019, BookExpo and BookCon

Publicity & Media

- New York Times exclusive announcement on February 4, 2018
- Author interviews & national publicity campaign
- Trade publicity campaign including Kirkus, Booklist, Publishers Weekly, School Library Journal, Library Journal and The Horn Book Review
- Young Adult blog tour

Consumer Marketing (On Publication)

- Advertising campaign
  - Major online media advertising campaign
  - TV advertising and book trailers
    - Promote book trailer on YouTube
  - Goodreads campaign
    - Including author recommended mailer and homepage roadblock
- Massive word-of-mouth influencer campaign & early reader review campaign
- Events
  - YALLFEST & YALLWEST
- Social media & digital marketing
  - Hub pages & newsletter program launch for DC Ink and DC Zoom
    - Newsletters featuring behind-the-scenes updates from Lauren Myracle
  - Dedicated social media accounts for DC Zoom and DC Ink

DC BOOKS FOR YOUNG READERS brings the iconic Super Heroes of DC Entertainment to original graphic novels for middle-grade and young adult readers. World-class authors lend their expertise to brand-new, standalone stories featuring the characters we know and love. Under the Moon: A Catwoman Tale is a launch book from DC Ink, DC Books For Young Readers’ young adult imprint.