When a tragic accident takes the life of 17-year-old Raven Roth’s foster mom—and Raven’s memory—she moves to New Orleans to live with her foster mother’s family and finish her senior year of high school.

Starting over isn’t easy. Raven remembers how to solve math equations and make pasta, but she can’t remember her favorite song or who she was before the accident. When strange things start happening—impossible things—Raven starts to think it might be better not to know who she was in her previous life.

But as she grows closer to her foster sister, Max, her new friends, and Tommy Torres, a guy who accepts her for who she is now, Raven has to decide if she’s ready to face what’s buried in the past ... and the darkness building inside her.

Kami Garcia is the #1 New York Times and USA Today bestselling coauthor of the Beautiful Creatures novels, which have been published in 50 countries and 38 languages. She is also the author of five solo novels, including two Bram Stoker Award nominees. Her forthcoming graphic novel Teen Titans: Raven, illustrated by artist Gabriel Picolo, is the first title in her Teen Titans series for DC Ink. Find Kami online at kamigarcia.com.
MARKETING AND PROMOTIONS

Trade Marketing (Pre-Publication)

- Advertising campaign:
  - Shelf Awareness, Goodreads, NetGalley, Bookish, Booklist, School Library Journal, and Baker & Taylor and Ingram
- 5,000-copy ARC print run
- Digital ARC available January 2019
- ABA Indiebound White Box mailings
- Extensive library and academic marketing:
  - Discussion guide distribution
- ALA Annual, BookExpo and BookCon, and Texas Library Association author appearances

Publicity & Media

- New York Times exclusive announcement
- 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
  - Goodreads campaign
- Massive word-of-mouth influencer campaign & early reader review campaign
- Events:
  - 10-city tour including bookstore signings, school visits, and library events
  - YALLFEST & YALLWEST
- Social media & digital marketing:
  - Facebook, Twitter, and Instagram campaigns
  - Email marketing campaign

For more information, contact Anna Morrow with DC Entertainment Marketing
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