With just five dollars and a knapsack to her name, fifteen-year-old Harleen Quinzel is sent to live in Gotham City. She’s not worried, though—she’s battled a lot of hard situations as a kid, and knows her determination and outspokenness will carry her through life in the most dangerous city in the world. And when Gotham’s finest drag queen, Mama, takes her in, it seems like Harley has finally found a place to grow into her most “true true” with new best friend Ivy at Gotham High. But when Mama’s drag cabaret becomes the next victim in the wave of gentrification that’s taking over the neighborhood, Harley gets mad. She decides to turn her anger into action and is faced with two choices: join activist Ivy, who’s campaigning to make the neighborhood a better place to live, or join her anarchist friend Joker, who plans to take down Gotham one corporation at a time.

From Eisner Award and Caldecott Honor-winning author Mariko Tamaki (This One Summer) and Eisner Award-nominated artist Steve Pugh comes a coming-of-age story about choices, consequences, and how a weird kid from Gotham goes about defining her world for herself.

MARIKO TAMAKI is an award-winning Canadian writer living in Oakland, California. She is the author of Saving Montgomery Sole and the co-creator, with Jillian Tamaki, of This One Summer, which received the prestigious Eisner and Ignatz awards as well as Caldecott and Printz honors. Her growing slate of critically acclaimed comics and graphic novels includes Teenage Mutant Ninja Turtles, Tomb Raider, Adventure Time, She-Hulk, Lumberjanes, Supergirl: Being Super, and New Super-Man.

STEVE PUGH is a British writer and artist, born and based in the Midlands of England. He has illustrated dozens of series for Dark Horse, DC, and Marvel, as well as drawn the critically acclaimed, Eisner-nominated reinvention of The Flintstones.
Trade Marketing (Pre-Publication)

- Advertising Campaign:
  - *Publishers Weekly*, Baker & Taylor and Ingram Graphic Novels catalogs, Shelf Awareness, NetGalley, Bookish, *Booklist* and *School Library Journal*
  - Featured launch title of DC Books for Young Readers’ young adult imprint, DC Ink
  - In store merchandising and co-op available
  - Advance Readers Copies distributed to over 2,000 librarians and booksellers
  - Inclusion in the Indiebound April 2019 white box
  - Academic reading and discussion guide available

- Events:
  - Local author tour
  - Announcement at ALA Midwinter 2018
  - Mariko Tamaki speaking at a panel for 200 librarians
  - Book Buzz and PopTop panels
  - Panels at ALA Annual 2019
  - Graphic Novels Stage and PopTop panels and signings
  - Panels and signings at BEA/Bookcon 2019

Publicity & Media

- *New York Times* exclusive announcement
- Author interviews
- National publicity campaign
- Trade publicity campaign including *Kirkus*, *Publishers Weekly*, *School Library Journal*, *Library Journal* and *Horn Book Review*

Consumer (On Publication)

- TV advertising
- Targeted digital advertising
- Goodreads giveaways and advertising campaign
- Book Club outreach
- Book Trailer

Social Media and Digital Marketing

- Facebook, Twitter and Instagram campaigns
- Massive influencer marketing campaign
- Featured placement in DC Ink hub on DCComics.com
- Pull List promotion on DC homepage
- Preview pages available in the DC comic reader
- Promotion in weekly email newsletters

For more information, contact Anna Morrow with DC Marketing at anna.morrow@dcentertainment.com