

**Dear IBW Bookseller,**

*This IBW Bulletin contains a fantastic offer from Buster Books and Michael O'Mara. If you are looking for an interactive, authorless event for kids for IBW, this could provide just what you are looking for!*

*Don't forget to keep us posted on your plans – and get in touch with the team at MOM if you want to start doodling!*

Attract parents and children into your bookshop with a **Doodle Day** and enter the **Super Duper Doodle Competition** to win prizes for your customers, staff and shop!

Buster Books are offering Doodle Activity Packs to booksellers keen to hold fun-filled Doodle Days. We have an impressive Doodle range and have sold over 600,000 copies - visit [www.doyoudoodle.co.uk](http://www.doyoudoodle.co.uk) to see the full series (25 titles to date!). Doodle Days can be run independently or a member of the Buster Team can attend to help out (schedules permitting). Our publicity department will also help secure coverage for your Doodle Day across local media and promote your bookshop on the O'Mara Books, Buster Books and DoYouDoodle websites as well as on our O'Mara and Buster twitter pages.

The **Doodle Activity Pack** contains -

- Doodles to print out (supplied as pdf / word document) that children can complete (eg decorate the gown / complete the robot)
- Child-safe coloured crayons
- 'CHAMPION DOODLER' stickers
- Postcards so children can doodle on them and post the doodle to Granny!
- Showcards / display material (while stocks last)

If you'd like to organise Doodle Days around a theme here are just a few ideas -

Animal Doodle Day! Make like a monkey or live a day like a lion! We'll send you animal masks for children to colour and make, and you could incorporate face-painting into the day. Relevant doodle books include - *Doodle Zoo, Doodle Farm, Doodle Bugs, Create Your Own Animal Stories*.  
Superhero Day! Dress up as your favourite superhero and spend the day doodling and writing your own Superhero story. We can provide a Superhero costume for the day. Relevant doodle books include - *Create Your Own Superhero Stories*.

'Dads Doodle Too' Day! Celebrate Father's Day by doodling with your Dad, or doodling something to give him. Relevant doodle books include – *To My Daddy, The Boys' Doodle Book*.

Girls/Boys Doodle Day! We have a great range of doodle books for girls – *The Girls Doodle Book 1 & 2, Beautiful Doodles, Fabulous Doodles, Doodle Dolls, Designer Doodles* – and doodle books for boys – *The Boys' Doodle Book 1 & 2, Monster Machine Doodles, Manga Doodles*.

### **Super Duper Doodle Competition**

The Super Duper Doodle Competition is our nationwide competition to find the best doodler and the winner will win prizes for themselves, their local bookshop and its staff! Children simply hand in the doodle they've drawn to the shop manager (with their name on the back) to be sent to us. The deadline for doodles is 6th August 2010 and the winner will be announced the week after.

### **THE PRIZE!**

The best doodler will win 10 doodle books of his/her choice. PLUS the bookshop that submitted their doodle will win a personalised doodle cake and £100 worth of champagne for the staff, PLUS the Buster team will come along and dress your window with a beautiful doodletastic display!

To order a pack please contact Sarah Sandland (020 7819 5917 / [sarah.sandland@mombooks.com](mailto:sarah.sandland@mombooks.com)) or Jo Wickham (020 7819 5944 / [jo.wickham@mombooks.com](mailto:jo.wickham@mombooks.com)). For Sales enquiries please contact Lynsey Sutherland on 020 7819 5915 or [lynsey.sutherland@mombooks.com](mailto:lynsey.sutherland@mombooks.com).

Stores who are supplied by Gardners can contact Jackie Lancaster ([jackie.lancaster@gardners.com](mailto:jackie.lancaster@gardners.com)) to make an order. State that you are hosting a doodle day during Independent Publisher's Week and you will be offered an extra discount on any of the following doodle books:

978-1-906082-83-3 The Boys' Doodle Book 2  
978-1-906082-84-0 The Girls' Doodle Book 2  
978-1-906082-66-6 Create Your Own Superhero Stories  
978-1-906082-68-0 Create Your Own Animal Stories  
978-1-906082-86-4 Doodle Farm  
978-1-906082-85-7 Doodle Zoo  
978-1-906082-95-6 Monster Machine Doodles  
978-1-905158-94-2 Beautiful Doodles  
978-1-906082-23-9 The Boys' Doodle Book  
978-1-906082-22-2 The Girls' Doodle Book  
978-1-906082-31-4 Fabulous Doodles  
978-1-906082-61-1 Designer Doodles  
978-1-84317-451-6 To My Mummy  
978-1-84317-452-3 To My Daddy

Good luck! All best, **Meryl & Sharon**