

Dear Friends and Colleagues,

Greetings. I hope you are doing well and enjoying these days of summer. Please excuse this mass e-mail, as there is so much I wish to share about how you can **support** my new book, *Getting Us to Grandma's*.

It is approximately two **weeks** from the release of *Getting Us to Grandma's*, on Tuesday, October 1, 2024. I invite you to the official book launch which will take place on Saturday, October 19, 2024 1:30-3:30pm in Toronto. As this is also my tenth book, I am celebrating in a big way. There will be a book tour as well.

This book is of special significance to me for two reasons:

1) This is my tenth book. #Book10

And

2) This story is inspired by a childhood experience, a journey from Toronto to New York City in 1984. It's taken me years to get this book to publication, and in its final edits, I learned so much.

You'll find: music inspired by early 1980s R&B, some Jamaican patois, road maps, diaspora, family vibes, a father-daughter duo, girls in leadership and problem solving, geography trivia, positive representation of neurodivergence/ADHD, ADHD/neurodivergence, giftedness, positive representation of Black family, and black cake.

Blurb: No one knows maps like Nikki — but can she get her family to Grandma's house in time?

I can't wait to share it with you.

Like all of my other books, I wish for *Getting Us to Grandma's* to be a success. The six **weeks** before a book's release are a great time for you **help**. As I will be back to elementary school teaching (and librarianship) full-time this September, I will need your **help** in making each of my new book releases a success (Patty Dreams comes out on Jan. 7).

Here are ways that you can help:

1. Pre-sales
2. Telling People about Getting Us to Grandma's (includes Getting Us to Grandma's Media Kit)
3. Ask Your Local Bookstore and Library
4. Write a Book Review and/or Interview
5. Getting us to Grandma's Playlist
6. Oct. 19 Book Launch and Book Tour (additional note about volunteering, donating, and Sankofa's Pen)
7. Presentations

The details are below:

1. Pre-sales, i.e. Buy the book early

Pre-sales are very important for a new book. This helps “create a buzz for booksellers and may lead to more orders” (author Ayelet Tsabari). They help publishers to determine the marketing budget that will be spent on it. This helps publishers to know that diverse books by diverse writers sell and that readers want to see more of them.

You can pre-order the book now from Groundwood Books

<https://houseofanansi.com/products/getting-us-to-grandmas#:~:text=Inspired%20by%20the%20childhoods%20of,can%20be%20traced%20across%20continents.>

or your favourite book retailer in the US or Canada. I like to support independent bookstores like Greenlight Bookstore, Books of Wonder, and Brave & Kind Books in the US and A Different Booklist/Blackhurst Cultural Centre, Another Story Bookshop, A Different Drummer Books, Babar Books, and Knowledge Bookstore in Canada.

2. Tell people about *Getting Us to Grandma's*

Please talk and share about *Getting Us to Grandma's* **with your contacts and on social media and in conversations.**

Please find a link to the media kit which contains important things like book covers, the book trailer, photos, etc. you will need to do so:

<https://drive.google.com/drive/folders/1-vJwQxsYUU4KYaBXr2YnOy3jrnPM8ga>

Getting Us to Grandma's book trailer

<https://youtube.com/shorts/68F1G9HRZtw?si=08SW7XovWimpEP5e> and is in the media kit. Tour dates will be added soon. The folder will be updated regularly.

Please tell people about the book on social media and post the book cover whenever possible.

When you do this, please tag the social media handles of Groundwood Books (publisher), TeMika Grooms, me (illustrator and author), respectively. Facebook:

<facebook.com/nadialhohn> <facebook.com/groundwoodbooks>

Instagram: @nadialhohn_author @groundwoodbooks

Websites: www.temikatheartist.com www.nadialhohn.com
www.groundwoodbooks.com

TikTok: @nadialhohn

Threads: @nadialhohn_author @temikatheartist

Bluesky: @nadialhohn.bsky.social

LinkedIn: Nadia L. Hohn, TeMika Grooms, Groundwood Books

Substack: <https://substack.com/@nadialhohn>

May use tags like: #geography #geographybooks #steambooks #blackgirlsinstem #stembooks #blackgirlsinstem #smartblackgirls #jamaicandiaspora #caribbeankidlit #canadiankidlit

You can also share our book trailer

(<https://youtube.com/shorts/68F1G9HRZtw?si=08SW7XovWimpEP5e>) which is also uploaded to the *Getting Us to Grandma's* Media Kit. Or make your own, like this one: <https://www.instagram.com/reel/C-JdGvxuGw/?igsh=MWZqbWZoNzZodjBIZg==> and this

<https://www.instagram.com/reel/C5yVCzvs8lV/?igsh=aHZ0YWptN2R6eWdk>

3. Ask your local bookstore and library

If you ask your local bookstore or library for *Getting Us to Grandma's* and it's not there, please ask them to order it. If you would like me to present at your local library or virtually at your local branch or bookstore, please let the staff member know.

4. Write a book review

Writing a book review goes a long way. You never know much your review can help someone decide on a purchase Getting Us to Grandma's. The review can be short and sweet. Goodreads, Amazon, social media, and other platforms are great places, too.

5. Listen to the Getting Us to Grandma's playlist (and share it)

TeMika and I created this playlist

<https://open.spotify.com/playlist/6YvpWDOUAAB3Eg9ouG3z7Y?si=eplektVNSdu2NaYIG17z5g&pi=u-kAlnVSfJR82s>

as a way to pass the time during your next road trip, groove, drive, and reminisce. The songs reflect the period in which the story is set and my family road trip happened. Give it a listen. If you enjoy it, please let us know and share it widely.

6. Come to the Getting Us to Grandma's Book Launch and Book Tour

Turn back the clocks to '84.

A party's going on right here.

So boogie on down.

Let's celebrate 1+10 books.

Getting Us to Grandma's Book Launch will be extra special with readings, entertainment, prizes, refreshments, activities, and book signing. Please join us on Saturday, October 19th 1:30-3:30pm ET at Oakwood Village Library and Arts Centre in Toronto, ON, Canada.

For details and to RSVP please:

<https://www.eventbrite.ca/e/981174839357?aff=oddttdtcreator>

Please let others know about our book launches by sharing information.

A book launch is like a birthday for a book and it helps with promotion and sales. Please share the news about the book launch and book tour. I plan stops all over

Toronto (Oct. 5,...), as well as in Montreal, New York City, Boston (Oct. 26), and Atlanta (Nov. 16). More dates and details will be provided soon.

Volunteering and donating: As you can imagine, putting on a book launch and tour is a lot of work. For each of my ten books, I have organized book launches and tours. Largely they have been self-funded along with some **support** from my publisher. I am also happy to say that my reading at the Oct. 19 launch is being supported by a grant from the Public Readings program at the Writers Union of Canada (TWUC). If you would like to contribute to the book launch through volunteering in set-up, take down, hosting, or by donating financially, or in kind, please let me send me an e-mail.

I will also be participating in events this fall regarding the 10th anniversary of Sankofa's Pen, a collective that I founded in 2014. These events will take place on Sept. 22, 29, and Oct.5, and will be clearly labeled Sankofa's Pen.

7. Presentations at Schools, Libraries, Festivals, and Conferences

I am a presenter, storyteller, and educator. I present a variety of interactive workshops, classes, and keynote speeches. Please consider me for your child's school, your school or local library, as well as for workshops and panels, conferences, and churches.

Lastly, I wish to credit both authors Sahar Golshan and Ayelet Tsabari whose very informative book promotion emails served as models for this one.

Thank you so much for being so supportive readers for all of these years. Have a wonderful day!

Best wishes,

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Author and Educator