

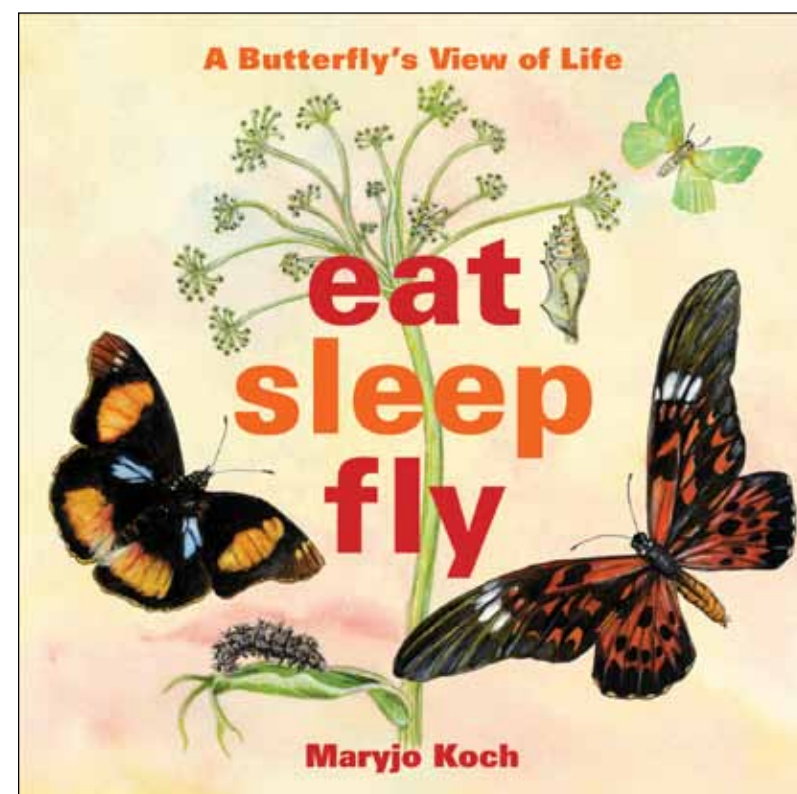
Eat, Sleep, Fly

A Butterfly's View of Life

MARYJO KOCH

Life is all about change and transformation—something butterflies know a thing or two about!

Inspired by the world of butterflies, *Eat, Sleep, Fly* speaks to nature lovers as well as anyone experiencing life changes. Koch captures the spirit and beauty of metamorphosis in this petite gift book brimming with gentle humor and lessons on life. The illustrations, each rendered in artist Maryjo Koch's unique style of watercolor painting, are paired with words of wisdom about embracing change, transforming with courage, and living life to the fullest—all from a butterfly's point of view. This new volume is especially suited to be marketed for graduations and birthdays.



ISBN: 978-1-4494-0988-3
\$9.99 (\$12.99 Canada)
 6 x 6, 64 pp, hd
Territory: World
Discount: 50%
On Sale: April 24



THINGS TO RECOGNIZE

The author-illustrator of the best-selling *Bird Egg Feather Nest* blends her compellingly realistic watercolor artwork with the nature theme of butterflies, to create a delightful, unique collection of life wisdom that's perfect for placement in spring graduation promotions.

- Gift books featuring Maryjo Koch's superb original watercolor paintings have a proven track record with previous titles such as *Flight Plans* and *The Nature of Friendship*.
- This charming gift book is a perfect selection for graduation promotion tables.
- The lovely, appealing nature theme of *Eat, Sleep, Fly* will resonate with art and nature lovers alike.

OUR AUTHOR:

Maryjo Koch is an accomplished naturalist painter who has authored and illustrated over a dozen books, including the best-selling *Bird Egg Feather Nest*. She conducts painting workshops in northern California and abroad, and has exhibited her work at natural history museums nationwide. Her paintings and prints are sold in galleries and specialty shops throughout the United States and Japan. Her artwork has been featured on fine houseware products and a wide range of gift and stationery products by retailers such as Marcel Schurman Fine Papers, Smith and Hawken, the Republic of Tea, HarperCollins Publishers, and the Nature Company. She lives and works near Santa Cruz, California.

CONNECT ONLINE:

kochstudios.com

SUPPORT:

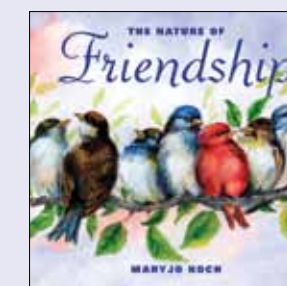
- Online and social media marketing campaign



ALSO BY AUTHOR



Nesting Instincts (AMP '10)
 978-0-7407-8128-5



The Nature of Friendship
 (AMP '09)
 978-0-7407-7952-7



Flight Plans (AMP '07)
 978-0-7407-6432-5

Celebrating Graduation

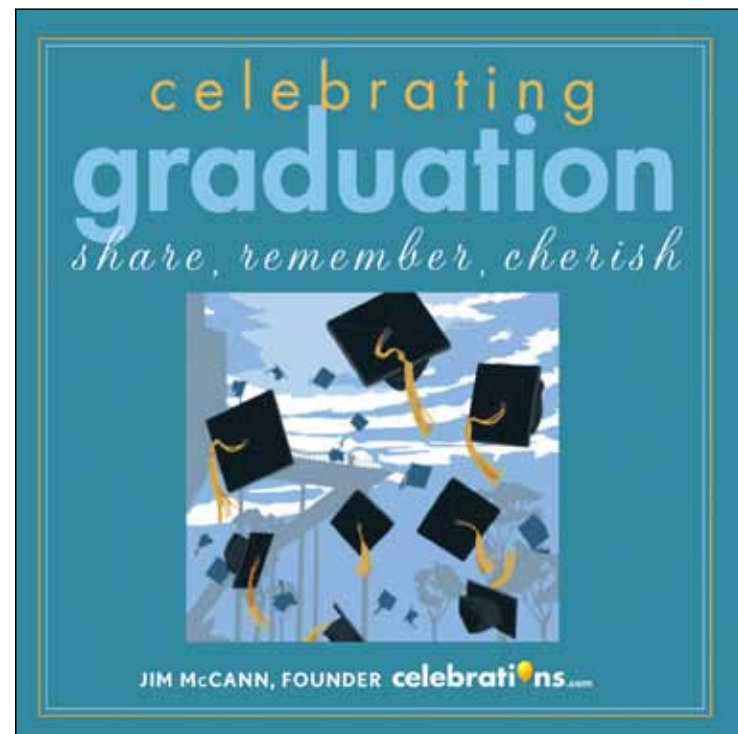
Share. Remember. Cherish.

JIM MCCANN

Graduating is no easy feat. All the late nights of studying, the intense test-taking, and voluminous research and reading required for the flood of term papers is enough to make anyone give in to partying all night and skipping class the next day. But those who persevere walk away with a diploma in hand. *Celebrating Graduates* is the ideal pat-on-the-back present for graduates who have reached the pinnacle by completing their coursework. The sixth title in the 1-800-Flowers.com gift book series, *Celebrating Graduates* pays homage to this monumental step in life with both lighthearted and sage advice, facts, figures, real-life quotes, and heartwarming stories from 1-800-Flowers.com employees and customers.

Celebrating Graduates is not only a gift book—it's a source of inspiration for millions of Americans who wish to convey special sentiments to those who have earned their degrees. The book is a unique gift that can serve as a catalyst for conversation and a tool for those who struggle with expressing feelings in a deep and genuine way. The sentiments found in these quotes and stories express the pride, love, and joy felt for those who have reached graduation.

Both practical and inspirational, the entries gleaned from real-life stories will strike a universal chord for every reader. Quotes and little-known facts about the tradition of graduating will also be included.



ISBN: 978-1-4494-0980-7
\$9.99 (\$12.99 Canada)
 5 1/4 x 5 1/4, 80 pp, hd
Territory: North America
Discount: 50%
On Sale: April 17



“From a little spark may burst a mighty flame.”
 —Dante

“I will study and get ready and the opportunity will come.”

—Abraham Lincoln

“Life is either a daring adventure or nothing.”
 —Helen Keller”

THINGS TO RECOGNIZE

The sixth keepsake gift book created with 1-800-Flowers targets one of the most consistently successful gift book markets—life wisdom and congratulations for graduates—with meaningful quotes, fascinating facts, and inspirational advice enhanced by appealing four-color illustrations.

- *Celebrating Graduates* will be released with the full support of Celebrations.com, a web community created by 1-800-FLOWERS that brings people together, including readers sharing photos, and memories.
- *Celebrating Graduates* is the ideal gift that honors the new graduate and offers advice for a happy, successful future. The appealing design and strong theme are perfect for year-round gift displays.
- Jim McCann, founder and CEO of 1-800-Flowers, has a very wide range of contacts with television, radio, Internet, and print mediums. In the fall he will appear in a segment for a new reality career show on Bloomberg TV, a great promotional opportunity.

OUR AUTHOR:

Jim McCann is a highly successful entrepreneur, public speaker, and author whose passion is helping people connect and express themselves with the important people in their lives. Jim's passion and vision led to his founding of 1-800-Flowers.com, which he has grown into the world's leading florist and gift shop. His willingness to embrace new technologies, such as the Internet, mobile commerce, and social networking, often long before others, has enabled Jim to stay at the forefront of consumer and social trends.

CONNECT ONLINE:

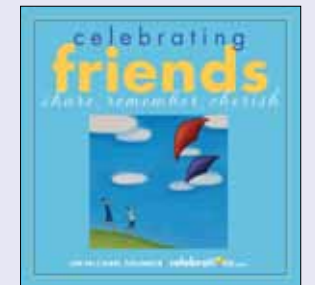
1-800-FLOWERS.COM
 Celebrations.com

SUPPORT:

- Online and social media marketing campaign
- Cross-promotion with 1-800-FLOWERS.com



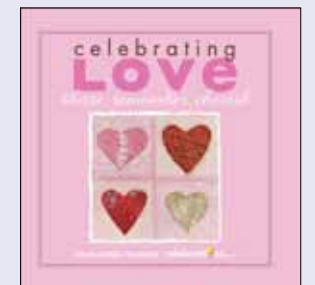
ALSO BY AUTHOR



Celebrating Friends
 (AMP '11)
 978-1-4494-0824-4



Celebrating Mom
 (AMP '10)
 978-0-7407-9659-3



Celebrating Love (AMP '10)
 978-1-4494-0262-4

Celebrating Weddings

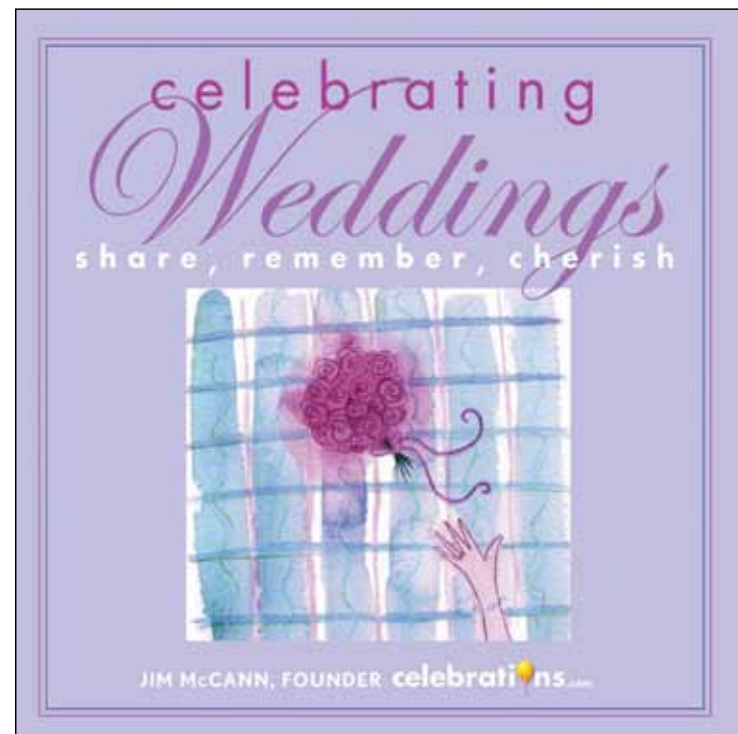
Share. Remember. Cherish.

JIM MCCANN

For the best man searching for a unique toast, the friend seeking a heartfelt wedding gift, or the mother of the bride looking for the perfect way to say, “I love you,” *Celebrating Weddings* is a nifty reference manual and inspirational gift book rolled into one. This lovely gift book honors the beauty of love, weddings, marriages, and relationships with facts, figures, real-life quotes, and heartwarming stories from 1-800-Flowers.com employees and customers.

Celebrating Weddings is not only a gift book—it’s a source of inspiration for millions of Americans who long to shower friends and family with special wedding blessings. The book is a unique gift that can serve as a catalyst for conversation and a tool for those who struggle with expressing feelings in a deep and genuine way. The sentiments found in these quotes and stories express heartfelt love and blessings for the wedding couple.

Celebrating Weddings affirms the wonder and mystery of love so evident at weddings the world over. Both practical and inspirational, the entries gleaned from real-life stories will strike a universal chord for every reader. Quotes and little-known facts about the tradition of weddings will also be included.



ISBN: 978-1-4494-0981-4
\$9.99 (\$12.99 Canada)
 5 1/4 x 5 1/4, 80 pp, hd
Territory: North America
Discount: 50%
On Sale: April 3

“There is nothing more admirable than two people who see eye-to-eye keeping house as man and wife, confounding their enemies, and delighting their friends.”

—Homer

“To a daughter contemplating the flaws in her marriage, a mother observes, ‘Remember, dear, it’s being together at the end that really matters.’”

—Clare Booth Luce

THINGS TO RECOGNIZE

The fifth in our series of keepsake gift books published with 1-800-Flowers, celebrates one of life’s happiest events with poignant, meaningful quotes, stories and graceful four-color art. The perfect shower gift or wedding keepsake for brides-to-be.

- *Celebrating Weddings* will be released with the full support of Celebrations.com, a web community created by 1-800-FLOWERS that brings people together, including readers sharing photos, and memories.
- *Celebrating Weddings* is the ideal gift that honors the newlyweds graduate and offers advice for a happy, successful future. The appealing design and strong theme are perfect for year-round gift displays.
- Jim McCann, founder and CEO of 1-800-Flowers, has a very wide range of contacts with television, radio, Internet, and print mediums. In the fall he will appear in a segment for a new reality career show on Bloomberg TV, a great promotional opportunity.

OUR AUTHOR:

Jim McCann is a highly successful entrepreneur, public speaker, and author whose passion is helping people connect and express themselves with the important people in their lives. Jim’s passion and vision led to his founding of 1-800-Flowers.com, which he has grown into the world’s leading florist and gift shop. His willingness to embrace new technologies, such as the Internet, mobile commerce, and social networking, often long before others, has enabled Jim to stay at the forefront of consumer and social trends.

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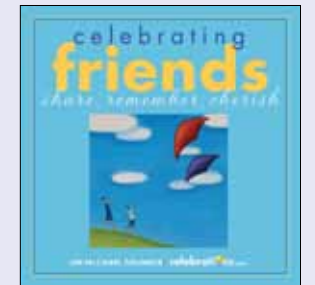
1-800-FLOWERS.COM
 Celebrations.com

SUPPORT:

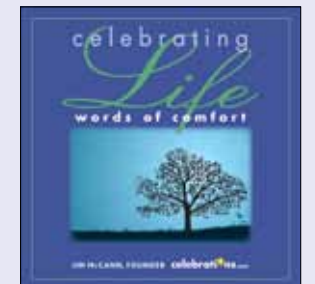
- Online and social media marketing campaign
- Cross-promotion with 1-800-FLOWERS.com



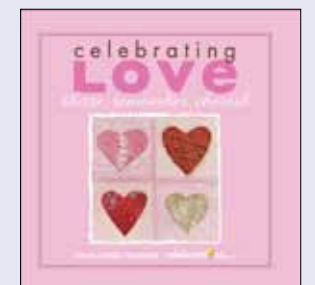
ALSO BY AUTHOR



Celebrating Friends (AMP '11)
 978-1-4494-0824-4



Celebrating Life (AMP '11)
 978-1-4494-0655-4



Celebrating Love (AMP '10)
 978-1-4494-0262-4

BACKLIST SPOTLIGHT



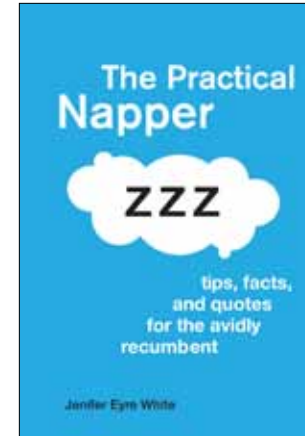
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LEAH DIETERICH
 ISBN: 978-1-4494-0294-5
\$14.99 (\$16.99 CANADA)
 6 X 7, 208 PP, HD, NONJACKETED
 TERRITORY: NA
 DISCOUNT: 46%



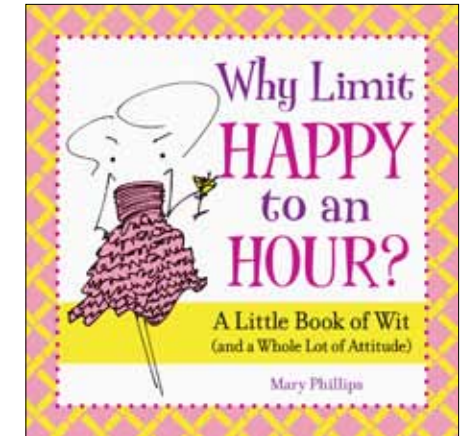
MR. MANNERS

ANNA POST AND THE EMILY POST INSTITUTE
 ISBN: 978-0-7407-9336-3
\$10.99 (\$13.50 CAN)
 4 1/2 X 6, 64 PP, HD
 TERRITORY: NA
 DISCOUNT: 50%



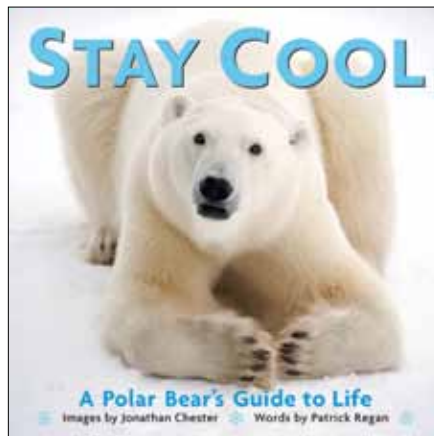
THE PRACTICAL NAPPER

JENNIFER EYRE WHITE
 ISBN: 978-1-4494-0308-9
\$8.99 (\$10.99 CANADA)
 3 3/4 X 5 1/8, 168 PP, HD, NONJACKETED
 TERRITORY: W
 DISCOUNT: 50%



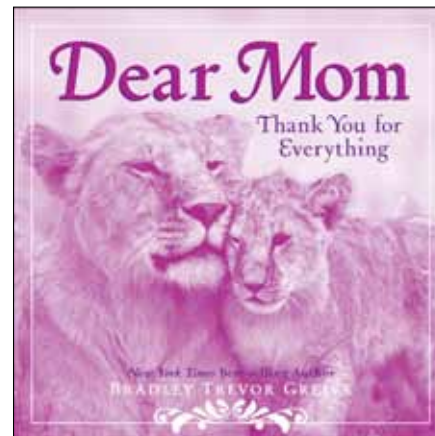
WHY LIMIT HAPPY TO AN HOUR?

MARY PHILLIPS
 ISBN: 978-0-7407-9748-4
\$9.99 (\$12.99 CAN)
 5 X 5, 64 PP, HD
 TERRITORY: W
 DISCOUNT: 50%



STAY COOL

IMAGES BY JONATHAN CHESTER;
 WORDS BY PATRICK REGAN
 ISBN: 978-0-7407-9137-6
\$9.99 (\$12.50 CANADA)
 6 X 6, 80 PP, HD
 TERRITORY: W
 DISCOUNT: 50%



DEAR MOM

BRADLEY TREVOR GREIVE
 ISBN: 978-1-4494-0113-9
\$9.99 (\$12.99 CANADA)
 6 X 6, 80 PP, HD
 TERRITORY: NAUK
 DISCOUNT: 50%



KEEP CALM AND DRINK UP

BRADLEY TREVOR GREIVE
 ISBN: 978-1-4494-0938-8
\$8.99 (\$10.99 CANADA)
 3 3/4 X 5 1/8, 160 PP, HD, NONJACKETED
 TERRITORY: NORTH AMERICA
 DISCOUNT: 50%



SCREW CALM AND GET ANGRY

BRADLEY TREVOR GREIVE
 ISBN: 978-0-7407-9952-5
\$8.99 (\$10.99 CANADA)
 3 3/4 X 5 1/8, 160 PP, HD, NONJACKETED
 TERRITORY: NA
 DISCOUNT: 46%



KEEP CALM AND CARRY ON

BRADLEY TREVOR GREIVE
 ISBN: 978-0-7407-9340-0
\$8.99 (\$10.99 CANADA)
 3 3/4 X 5 1/8, 160 PP, HD, NONJACKETED
 TERRITORY: NA
 DISCOUNT: 50%

