



# Dog's First Baby

## Natalie Nelson

### TARGET CONSUMER:

- Young children (ages 2-5) who love dogs
- Dog loving parents preparing kids for a new sibling
- People shopping for baby shower and new baby gifts

**A playful and heartwarming board book from the perspective of a skeptical dog who must come to terms with--and maybe even become friends with--a peculiar new family member. Perfect for dog loving families and new parents!**

Dog likes his routines: spending time with his humans, eating, sleeping, and playing. But one day, the arrival of a new being changes everything. It's hard to know what this creature is--is it a dog, or something else?--but as Dog investigates, he may come to appreciate his loud, silly new sibling. She does drop food on the ground, after all.

With *Dog's First Baby*, Natalie Nelson captures the wonder and humor of a new family member through a dog's eyes. Sure to delight kids and dog parents alike, this board book promises to be a repeat readaloud.

**ON SALE 10/5/2021**  
**Announced 1<sup>st</sup> Print: 50,000**

### QUIRK BOOKS

**BR: 9781683692799 / \$9.99/\$12.99**

**EL: 9781683692805 / \$5.99/\$12.99**

**BISAC 1:** Juvenile Fiction - Family - New Baby

**BISAC 2:** Juvenile Fiction - Animals - Dogs

**BISAC 3:** Juvenile Fiction - Animals - Pets

**Page Count:** 28      **Trim Size:** 7 x 7

**Carton Count:** 48

**Age:** 2-5 years      **Grade:** Up to Kindergarten

### Publicity and Marketing

- Atlanta and GA author events and publicity
- National and local print publicity outreach
- Holiday gift giving outreach
- Online media campaign
- Online advertising campaign (display/social)
- Outreach to parenting, dog, and kids book influencers
- Holiday gift promotion

- **A PLAYFUL TWIST ON AN EVERGREEN CONCEPT:** Picture books about bringing home a new baby are classic for good reason, as it's an exciting--and chaotic--time for a family! Human siblings will relate to this dog sibling's skepticism, and the spare text offers a gentle lesson about accepting a new family member and eventually enjoying the silliness and entertainment along the way.
- **DOG PARENTS TO HUMAN PARENTS:** Approximately 63% of American households have dogs, and plenty of those will eventually welcome a baby, too. *Dog's First Baby* will be a natural self-purchase for parents transitioning to a different kind of parenthood!
- **ENDLESS GIFT POTENTIAL:** With a sturdy board book format and \$9.99 price point, this will be an easy addition to baby shower and new baby gifts for dog-loving parents.
- **AUTHOR/ILLUSTRATOR WITH EYE-CATCHING ART STYLE:** Natalie Nelson has illustrated several critically-acclaimed picture books as well as her author/illustrator debut *Holiday!* She works in a colorful mixed media hybrid of collage, cut paper, and digital magic that is striking and sophisticated--sure to appeal to millennial parents.
- **NEXT UP:** *Cat's First Baby*: Cat lovers rejoice--*Cat's First Baby* follows in Spring 2022!

**Author Bio:** Natalie Nelson is an illustrator, picture book maker, and collage artist. Trained in graphic design and illustration, she works in a mixed media hybrid of cut paper, collage, and digital art, with an emphasis on intriguing shapes, textures, and layers. Her illustrated work includes five books for Greenwood Books, including *A Storytelling of Ravens* and *How Emily Saved the Bridge*. Her art is in demand from national clients including *The New York Times*, *The Washington Post*, *Time Magazine*, *Curbed*, *Eater*, *The Bitter Southerner*, Teach for America, Vox Media, Mailchimp, and more. She lives in Atlanta, Georgia with her husband, their dog, Coach, and their baby.

**Residence:** Atlanta, GA **Author Site:** <https://www.natalieknelson.com/> **Social:** @nelsonknatalie

# Dog's First Baby

## Natalie Nelson

---

### Praise for Natalie Nelson and *Holiday!*:

- "A unique and enjoyable story about conflict resolution."--*School Library Journal, starred review*
- "The teacher-friendly theme of cooperation and emotive characters suggest a good fit for all settings."--*Kirkus Reviews*
- "Natalie Nelson's ingenious characterizations of the days of the week will delight children ages 3-7. Charmingly illustrated throughout, *Holiday!* is especially recommended for family, daycare center, preschool, elementary school, and community library picture book collections."--*Midwest Book Review*

### Praise for Frieda Wishinsky, Natalie Nelson and *How Emily Saved the Bridge*:

- "Nelson's whimsical cut-paper collages, an interplay of bright blocks of color and black-and-white photography, capture a rapidly growing city in the flux of modernization... Another win for the ladies of STEM."--*Booklist, starred review*

### Praise for Kyle Lukoff, Natalie Nelson and *A Storytelling of Ravens*:

- "In this charming tribute to the quiriness of collective nouns, playful artwork and clever captions invite children of all ages to contemplate a variety of amusing scenarios illustrated in bright colors and bold patterns."--*Foreword, starred review*
- "Richly colored...vivid mixed-media illustration... Offbeat nonsense humor of the highest order: not to be missed."--*Kirkus, starred review*

---

Author's Previous Titles (Sales Track)	ISBN	OS	Publisher
HOLIDAY!/Natalie Nelson/HC	9781773062006	8/20	Groundwood Books
Comparative Titles by Other Authors	ISBN	OS	Publisher
I AM A BIG SISTER/Caroline Jayne Church/Board book	9780545688987	1/15	Cartwheel
I AM A BIG BROTHER!/Caroline Jayne Church/board book	9780545688864	1/15	Cartwheel Books
BABIES DON'T EAT PIZZA/Dianne Danzig/HC	9780525474418		Penguin
LITTLE MISS, BIG SIS/Amy Krouse Rosenthal/HC	9780062302038	6/15	HarperCollins
LITTLE MISS, BIG SIS/Amy Krouse Rosenthal/Board book	9780062993441	3/20	HarperFestival
OH NO, GEORGE!/Chris Haughton/Board Book	9780763676520	3/15	Candlewick
Let'S Find Momo!/Knapp, Andrew/BR	9781594749582	4/17	Quirk Books
Let'S Find Momo!(Ebk)/Knapp, Andrew/EL	9781594749599	4/17	Quirk Books

---

## Rights

Territories:  
Book Club:  
Agency:

Audio:  
Translation:  
Agent:

British:  
Reprint:  
Return indicator: Full copies only

Restriction: World  
1st Serial: