

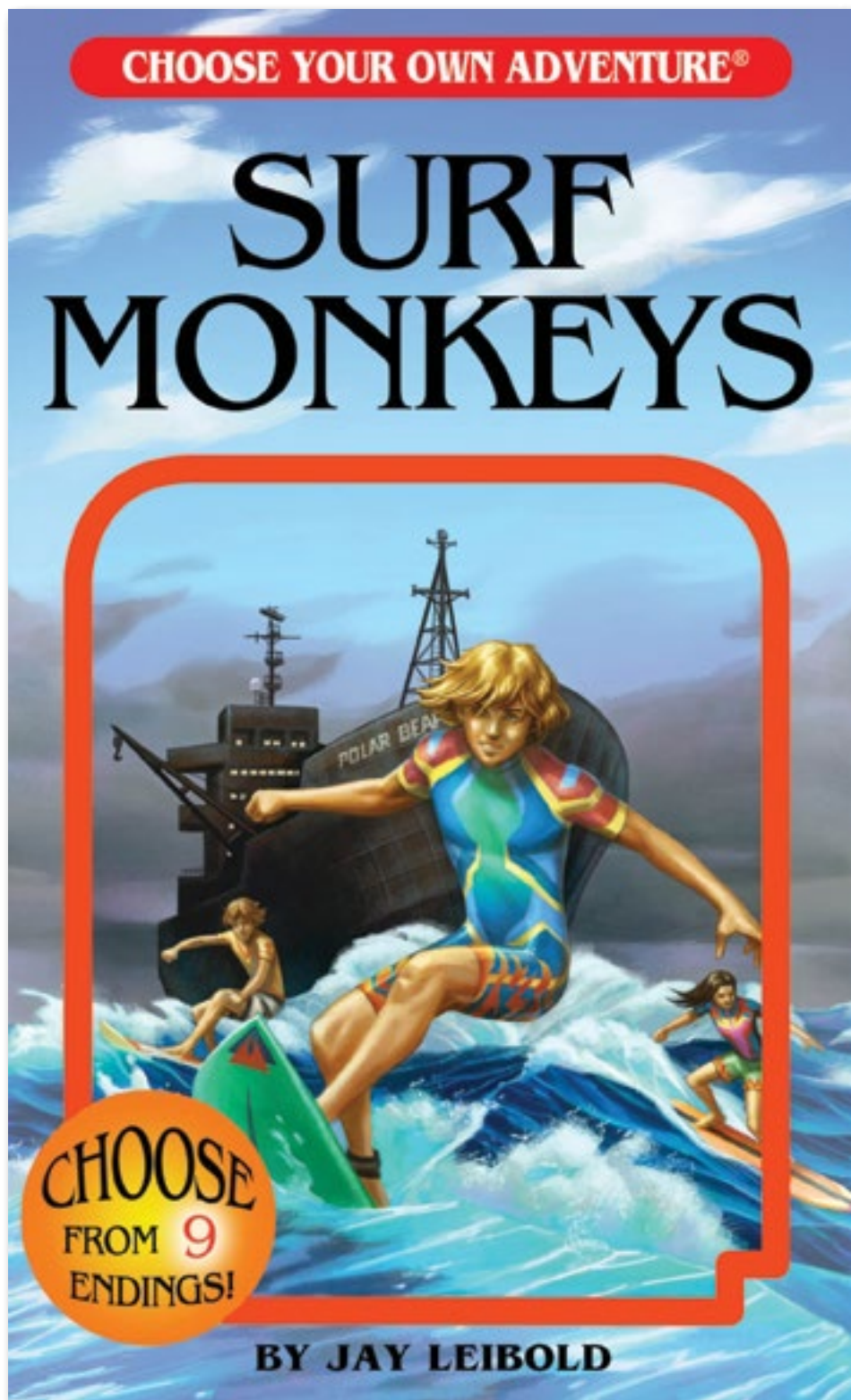
CHOOSE YOUR OWN ADVENTURE®

SPRING 2017



CHOOSECO

Two books *From The Lost Archives*. . .



SURF MONKEYS

by Jay Leibold

YOU live to surf on the California coast. Jay Leibold's bestselling Choose Your Own Adventure *Secret of the Ninja* pairs well with this exciting contribution to the Choose Your Own Adventure series. A dangerous gang of surfers protect their secret cove from a looming oil company who wants to put their big oil rig right in the way of the best waves around. Your friend Jorge disappears, and everyone around the cove has an agenda that makes them a suspect. The crashing waves remind you that Jorge's life is in danger, and every second counts!

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32 illustrations

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CHCL187

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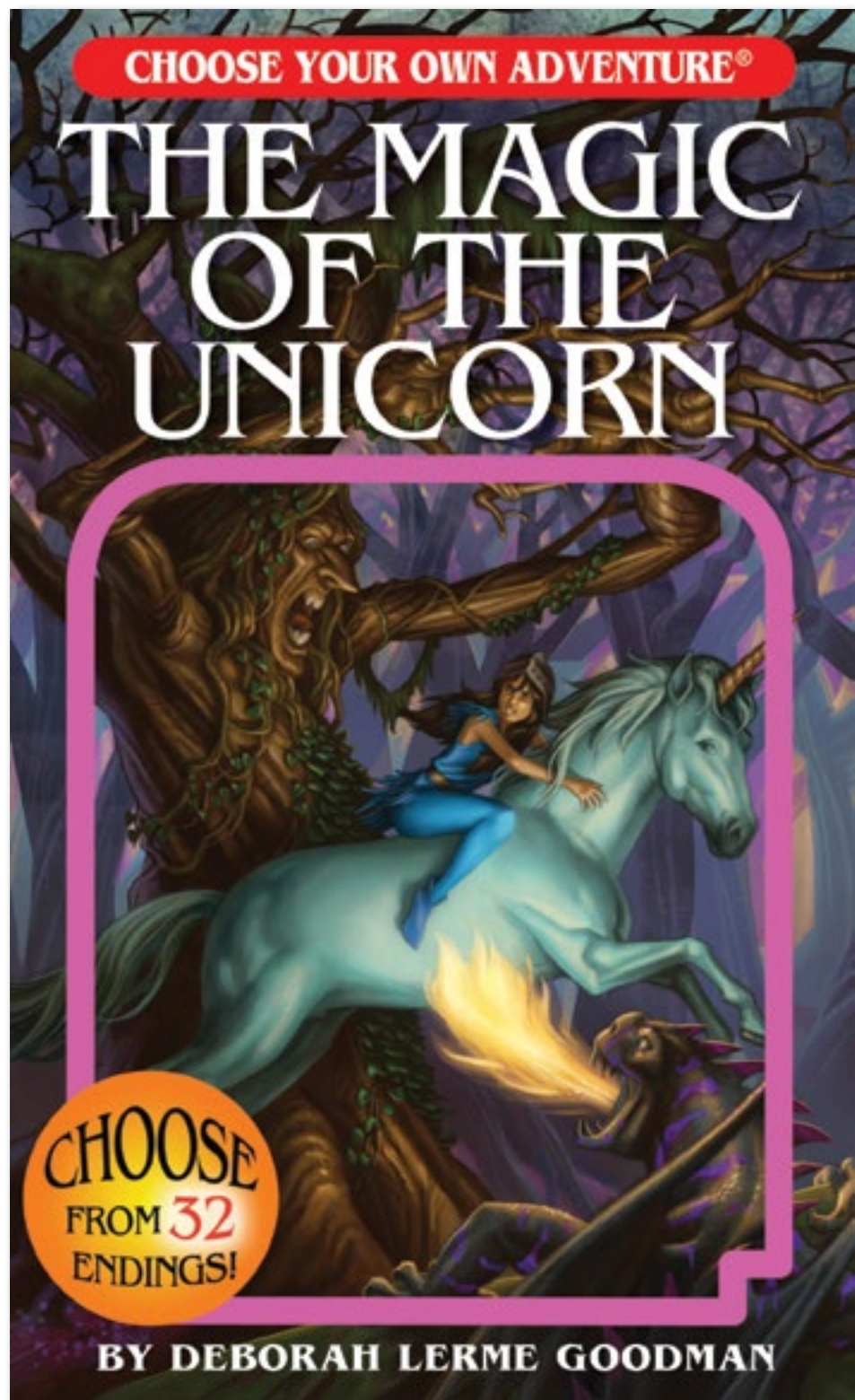


THE MAGIC OF THE UNICORN

by Deborah Lerne Goodman

One of the most-requested out of print titles from the original Choose Your Own Adventure series is finally restored to print! Deborah Lerne Goodman's books have always spoken to the fantasy-loving Choose fan: the type to leap from the gamebook to a Dungeons and Dragons or *Magic: The Gathering* game; one who knows seven different types of dragons; one who believes unicorns may actually exist. Your medieval village is in grave danger when its entire water supply becomes poisoned. Only a unicorn's horn can purify the well that the entire hamlet depends on. Your quest introduces you to a sorceress who enchants all beasts—can she help you save your family and friends?

\$6.99 | \$7.99 CAN
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Paperback, 144 pages
32 illustrations
978-1-937133-25-2
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Available May 2017



WEREGIRL is the first title in a linear (no choices) trilogy expanding Chooseco's publisher identity into YA literature. The second title will publish in Fall 2017.

PRAISE FOR WEREGIRL

“A perfect fit for balanced and justice-seeking Libras.”
November Top Book Pick

— **TEENMOJIE**

“Weregirl is the YA novel you never knew you wanted -- unlike any book you've read before.”

— **REVELIST**

“A heart-gripping story of danger and magical transformation.”

— Eliot Schrefer, *New York Times*-bestselling author and two-time National Book Award Finalist

“Move over, Bella Swan — there's a new teenage heroine in town.”

— *Broadway World*

“Majesty and danger surround the story like an eerie shadow.”

— *Snow's Book Hollow Blog*

“Grabs your attention and doesn't let go easily.”

— *Blame It On Chocolate Blog*

“Stop what you are doing and read this.”

— Bean's Bookshelf and Coffee Break Blog

“A superhero origin story and a mystery wrapped in a supernatural guise... For those tired of the typical supernatural YA novel, this book is your answer.”

— Jennifer Lutton, Bookseller

“A classic werewolf story with a twist.”

— Young at Heart Books Blog

“I was completely hooked and flew through this book. The writing is incredible, especially when it gets to the action-packed scenes. It really picks up and I couldn't stop reading. I was desperate to find out what happens next!”

— *MyTrendingStories Blog*

“Part thriller, part urban fantasy, part sci-fi, and wholly captivating.”

— Goodreads Reviewer

WEREGIRL MARKETING

- On-going promotions and coverage in national media: *Teen Vogue* Top November Book Pick, reviewed by *Revelist*, *Geekyary*, *Publishers Weekly*, *Kirkus Reviews*, and *School Library Journal*.
- Outreach to librarians and indies pre- and post-publication.
- Expansive *Goodreads* Marketing Campaign with targeted outreach. Featured in multiple newsletters and native ads to millions of YA readers. Results:
 - Title was shelved by 500 readers.
 - 550 users entered the *Goodreads* giveaway.
- Strong web presence with major momentum:
 - 33K Facebook likes; 2k followers on Instagram.
 - 150 Ratings and 90 Reviews on *Goodreads*.
 - 1.7K reads on Wattpad.
 - Dedicated website (www.weregirl.com) and (www.cyoa.com/weregirl).
- Author Blog Tour with 40 stops worldwide; bookstore tours available in the continental US.
- The first expansion of Chooseco's publishing identity to include a non-interactive, completely linear YA trilogy created by a team of female writers, written by well-known YA Knopf-published author, Cathleen Davitt Bell.
- First in a trilogy: highly anticipated second installment in the works with projected pub date of November 2017.
- \$50,000 Advertising and PR roll out.
- Strong female character: Nessa will inspire teen girls to confidently chase after their dreams.
- STEM tie-in: discussion of genetic research and lab settings through a thriller lens.

ABOUT C. D. BELL



Created by a talented team of six female writers and inspired by the working tradition of television writers, C. D. Bell is a Chooseco author pseudonym developed with teen author Cathleen Davitt Bell.

When she's not hanging out with her two children and husband in Brooklyn, NY, you can find Cathleen

Davitt Bell writing in a decrepit RV clinging to the side of a hill in upstate New York, trying to teach herself to watercolor, or inventing her own recipes. She received her undergraduate degree from Barnard College and her MFA in Creative Writing from Columbia University, and is the author of the novels *Slipping*, *Little Blog on the Prairie*, *I Remember You*, and a co-author of *The Amanda Project*.



WEREGIRL

by C. D. Bell

Nessa Kurland is running for her life.

High school junior Nessa Kurland is a cross-country runner with her eyes set on one thing: a college scholarship as her one-way ticket out of dying Tether, Michigan.

Talented teammate Cynthia Sinise invites Nessa on a nighttime run through Tether's overgrown forest trails. But she speeds ahead, leaving Nessa alone to discover a trapped wolf. Nessa tries to free the animal but is badly bitten, seemingly ruining her hopes for a strong fall season with the cross-country team.

Instead, Nessa's freakishly quick recovery is followed by improved running times. All her senses are heightened. Nessa has transformed.

She has become a werewolf.

In her new state, Nessa learns there are things about Tether that powerful people want to keep hidden. Why does a Nobel Laureate work at the small-town medical clinic? Are top college athletic scouts really interested in her emerging talent? Can she trust Chayton, the motorcycle-riding guide her friends have faith in? *WEREGIRL's* Nessa must navigate her junior year and true human darkness, while making peace with her new, wild nature.

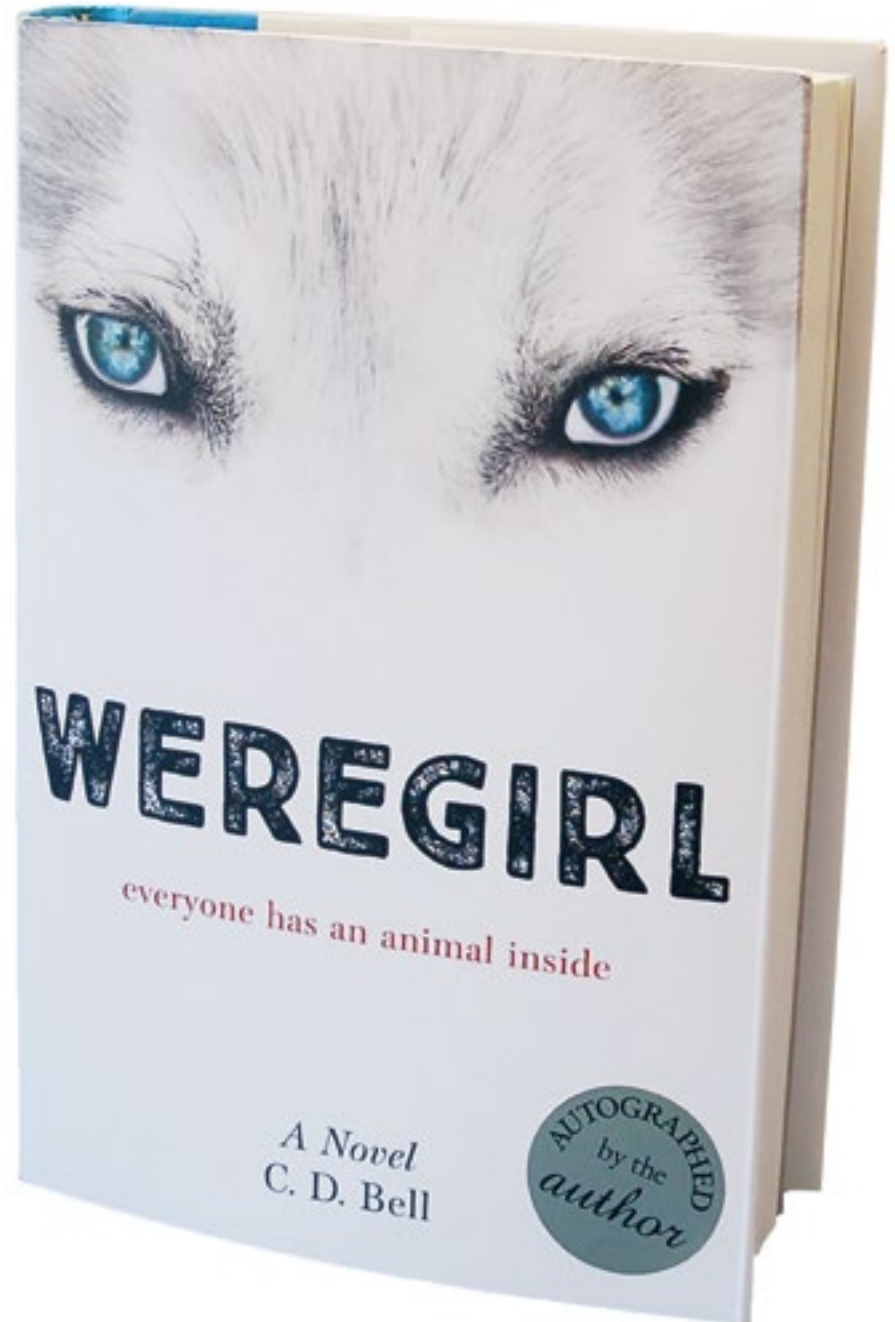
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CHOOSE YOUR OWN ADVENTURE®

CLASSICS

Nearly four decades since the original publication of Choose Your Own Adventure *Journey Under the Sea*, the CYOA series continues to inspire a lifelong love of reading. CYOA has a long history of engaging reluctant readers, appealing to nostalgia fans from the 80s, and bringing friends, families, and classrooms together to travel all around the world, going on tons of fun adventures. Each title is interactive, making YOU the hero of the story. There are multiple storylines and endings, creating a new and fun experience every time you open one up anew.

IMPROVES LITERACY

- Long history of inspiring reading and kick-starting literacy.
- Educators love CYOA books in the classroom: 2015 Miami University (Ohio) Research Study found that CYOA books increase reading comprehension by 17% and Words Per Minute by 22 words compared to a control group using linear books.
- Broad reader appeal: Interactive choice-making keeps reluctant readers engaged.
- For more information about the effectiveness of CYOA in the classroom and to read the whitepaper study visit <http://www.cyoa.com/collections/reluctant-readers>

SALES POINTS

- 4th bestselling children's series of all time. — *Wikipedia*
- Wide appeal: 265 million books in print.
- 40 titles in the re-launched classic series. *Journey Under the Sea*, *Space and Beyond*, *The Abominable Snowman*, and *Mystery of the Maya* have each sold over 3 million copies.
- International success: published in over 40 languages.
- Gathering momentum: 20 foreign licenses since re-launch.
- Recipient of the 1986 Jeremiah Ludington Memorial Award.
- Cited by numerous educators and booksellers for its phenomenal success getting kids reading.
- Low price point: \$6.99 impulse purchase.
- Horror Hook: 3 titles in the Choose Your Own Nightmare sub-series feature chilling artwork by artist Gabhor Utomo.
- Online experience: Choose Your Own Adventure #4 *The Lost Jewels of Nabooti* adapted into a gaming island at Poptropica.com, children's educational website with 500 million users.
- Nostalgia appeal: back in print for over a decade.
- Collectible: each CYOA title stands alone, but feature numerous reoccurring characters.
- CYOA makes travel fun. With multiple endings, it's like packing many books in one! Interactive storylines are great for family read alouds.
- Classroom/school visits, bookstore tours, and conference, tradeshow, and event presentations possible nationwide.
- Promoted in national media: press mentions in *Newsweek*, *The Wall Street Journal*, *People*, *USA Today*, the *Today Show* (What to Pack for Camp), and *Wired* (email us for a press kit: press@chooseco.com).

PRAISE FOR CLASSICS

“My grandson is 8 and really enjoys me reading these stories to him at bedtime. I can read the same story over and over and it is different each time. He just drifts off to sleep as I read to him. I also bought a set of these books for his class at school and the teachers and boys in the class love them. He is in a class of 6 boys of different grade levels, from 2nd through 5th grade. Each one of them enjoys these books.”
— Sharon, Amazon Reviewer

“This is a great starting point for reluctant readers. The stories are set in the real world, but with some mysterious or mythical elements to keep the hair up on the back of your neck! At the end of each passage, you reach a decision point from which the story unfolds in a direction of your choosing. Read the books again and change your decision! Be cautious or be daring. Definitely would recommend. We bought these for an 8-year-old boy who is reading at a high level.”
— SraRose, Amazon Reviewer

“My kids don't really like to read but they LOVE this series.”
— Tina, Amazon Reviewer



CYOA covers from around the world.





SIX-BOOK BOXED SET #1

The Abominable Snowman
 Journey Under The Sea
 Space And Beyond
 The Lost Jewels Of Nabooti
 Mystery Of The Maya
 House Of Danger

2 1/8" x 7" x 4 1/4"
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 \$31.99 US | \$36.99 CAN



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 Lost On The Amazon
 Prisoner Of The Ant People
 Trouble On Planet Earth
 War With The Evil Power Master

2 1/8" x 7" x 4 1/4"
 978-1-933390-92-5
 \$31.99 US | \$36.99 CAN



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The Abominable Snowman
 Journey Under The Sea
 Space And Beyond
 The Lost Jewels Of Nabooti

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 \$22.99 US | \$25.99 CAN



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Mystery Of The Maya
 House Of Danger
 Race Forever
 Escape

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 978-1-933390-95-6
 \$22.99 US | \$25.99 CAN



FOUR-BOOK BOXED SET #3

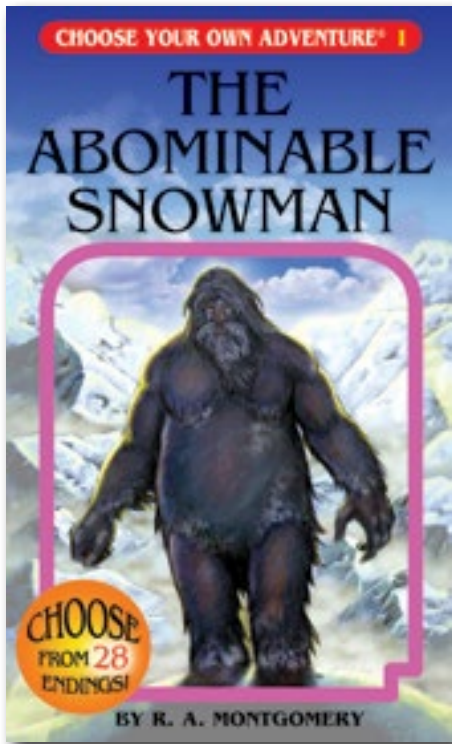
Lost On The Amazon
 Prisoner Of The Ant People
 Trouble On Planet Earth
 War With The Evil Power Master

1 3/8" x 7" x 4 1/4"
 978-1-933390-96-3
 \$22.99 US | \$25.99 CAN

"Choose Your Own Adventure books are the precise tool educators have been searching for to reach reluctant readers...Classroom research shows exponential growth in reading skills in a control group given CYOA only versus that of students using traditional linear books. With the right direction, students can be off on their own quest to authentic and proficient reading through Choose Your Own Adventure books."

– Megan Hofmann, Reading Intervention Specialist





THE ABOMINABLE SNOWMAN

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4 1/8" x 6 7/8" • Paperback • 144 pages



JOURNEY UNDER THE SEA

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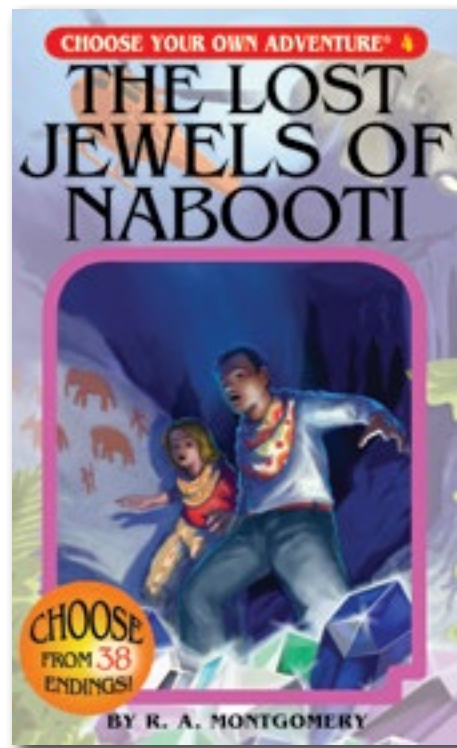
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*If you decide to follow
Matt's suggestion
and return to town,
turn to page 10.*





If you decide to wait another half hour for the plane, turn to page 15.



MYSTERY OF THE MAYA

By R. A. Montgomery

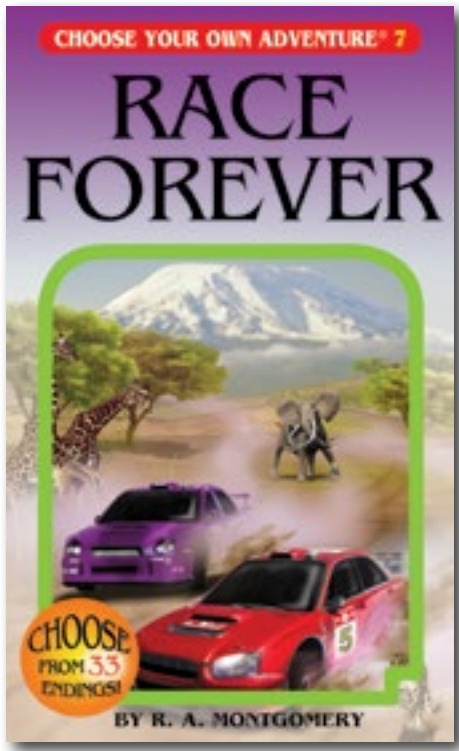
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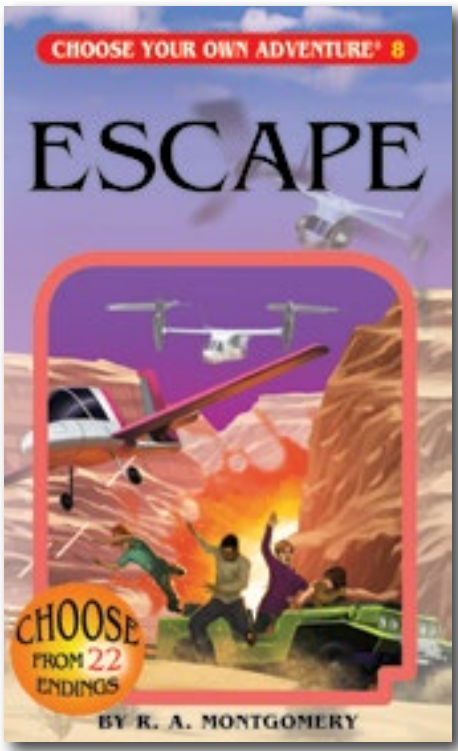
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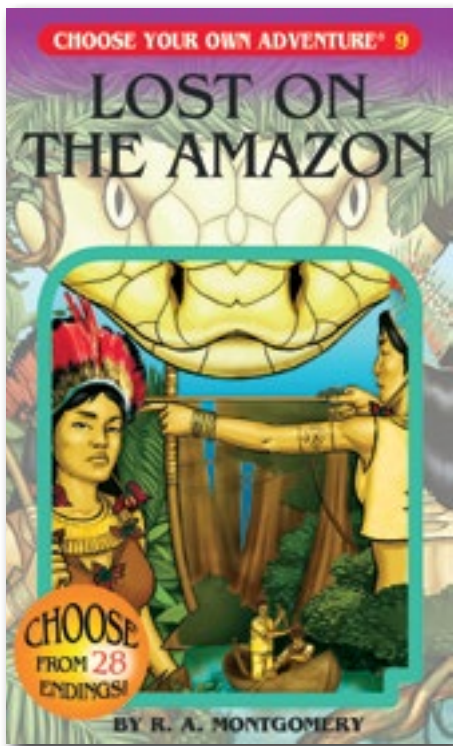


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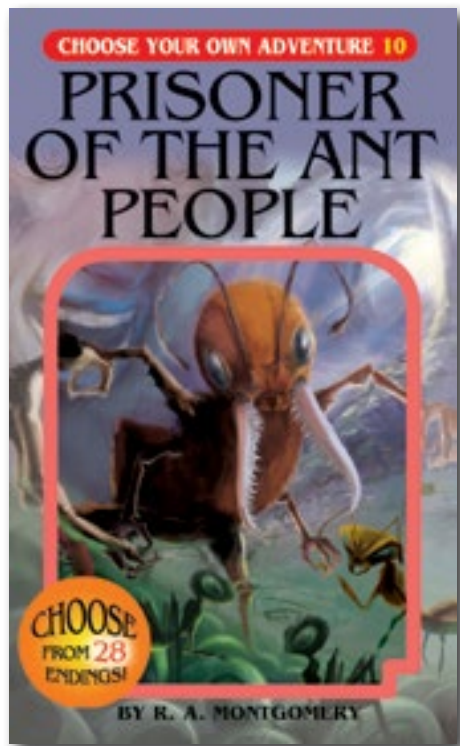




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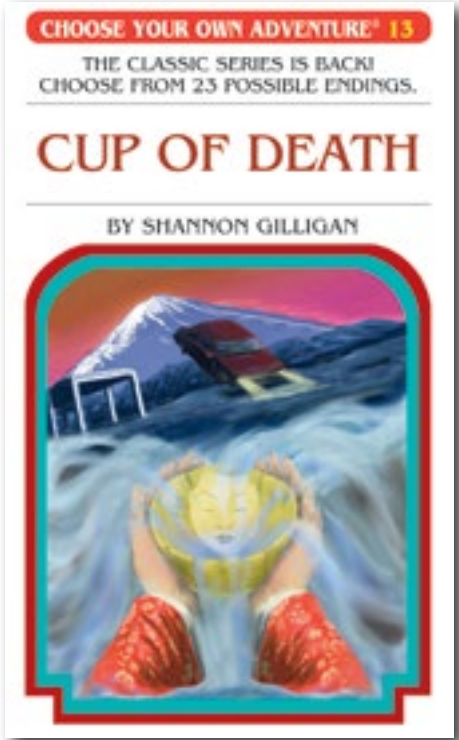


If you decide to break the silence and ask the old man if you are right, turn to page 116.





If you decide to let Takashi ask about the bowl, turn to page 108.



CHOOSE YOUR OWN ADVENTURE® 13
THE CLASSIC SERIES IS BACK!
CHOOSE FROM 23 POSSIBLE ENDINGS.

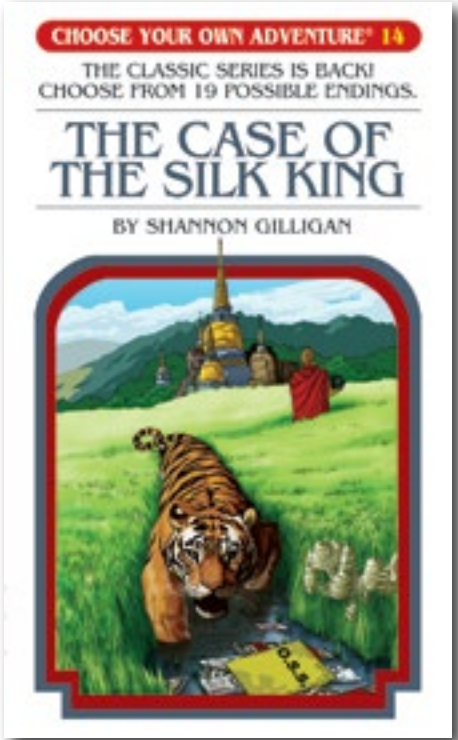
CUP OF DEATH

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CUP OF DEATH

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CHOOSE FROM 19 POSSIBLE ENDINGS.

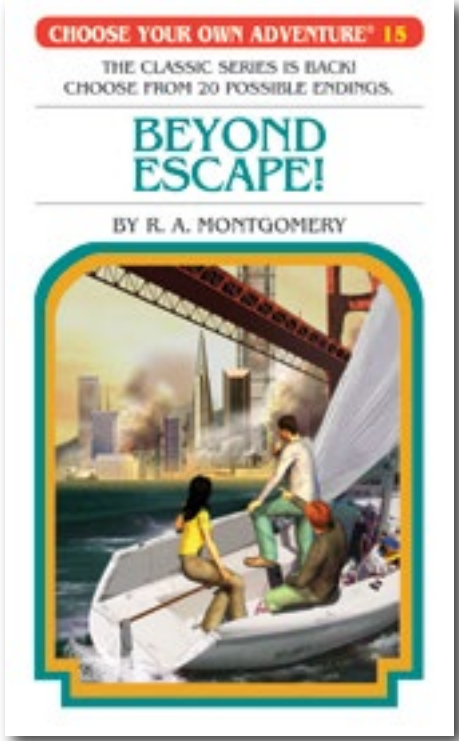
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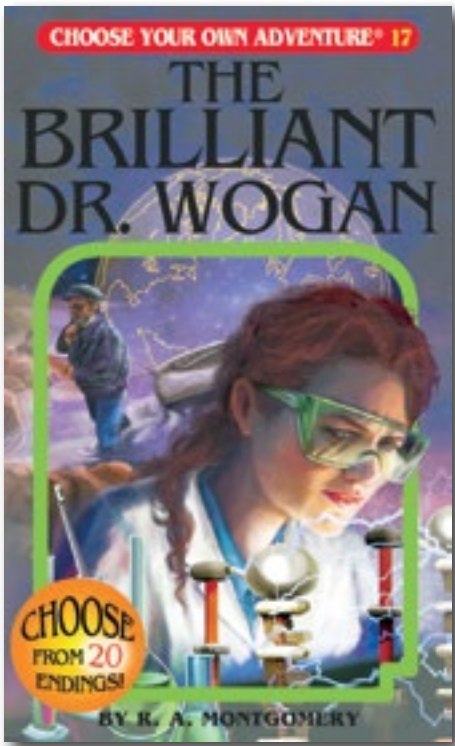
BY JAY LEIBOLD

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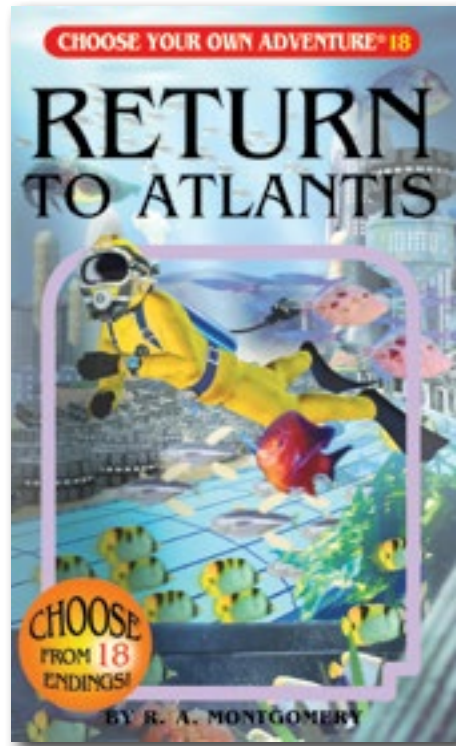




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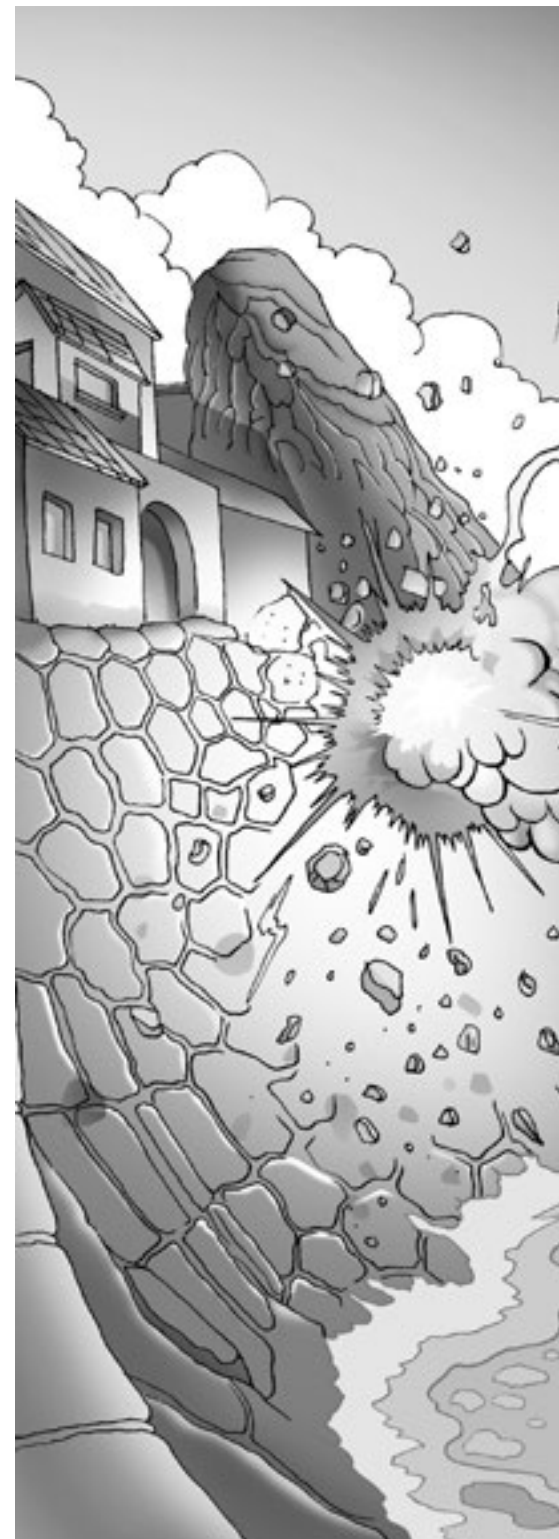
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INCA GOLD

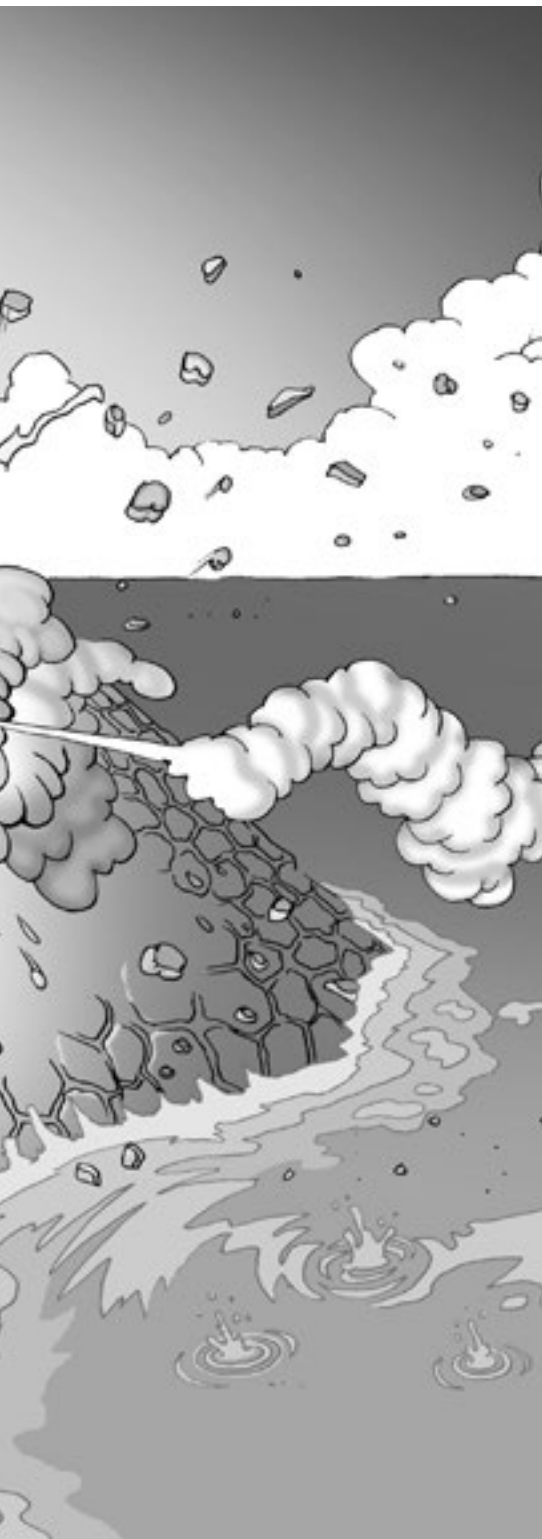
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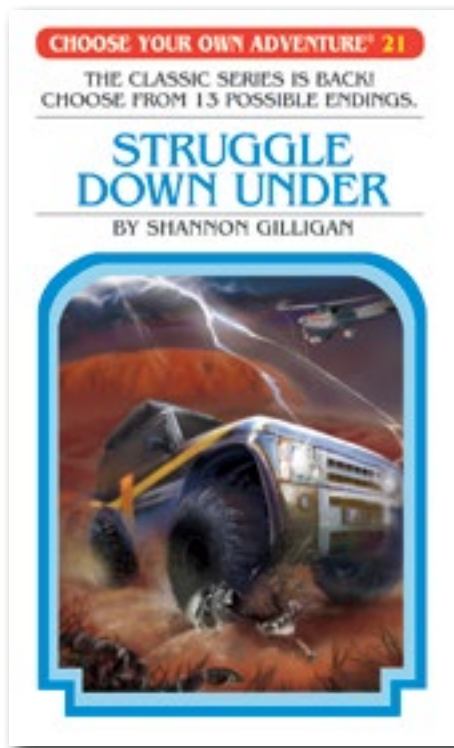


If you think you should surrender, turn to page 4.





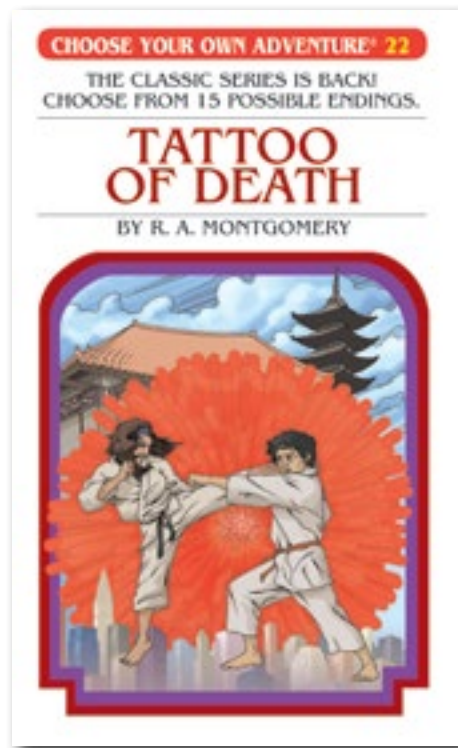
If you want to take action, turn to page 58.



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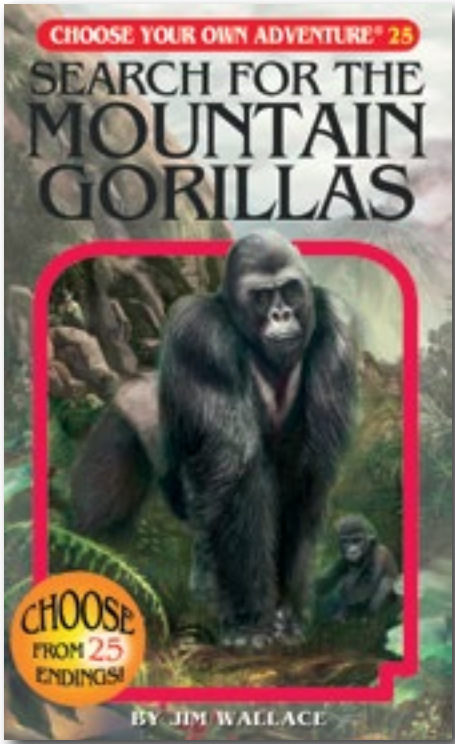


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ISLAND OF TIME

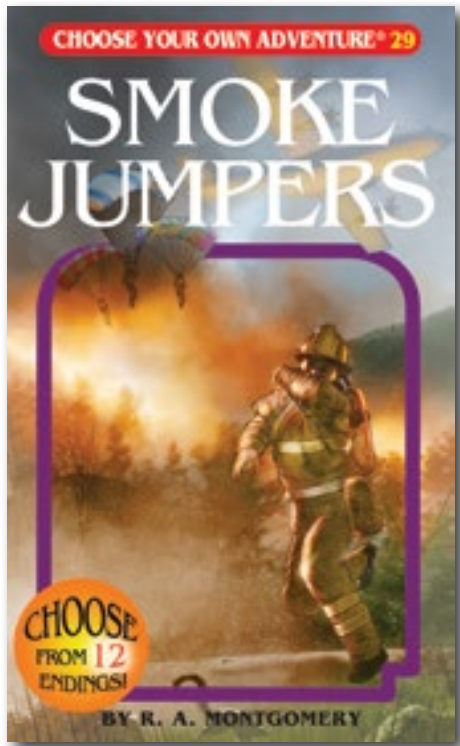
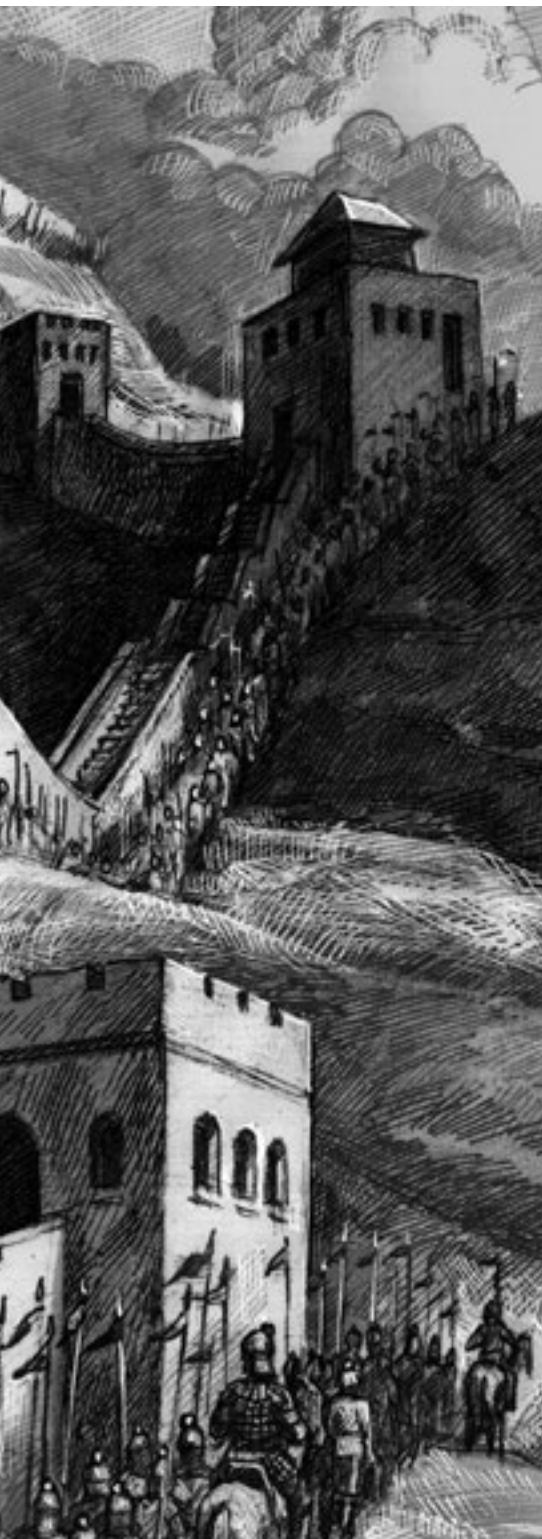
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If you decide to desert, turn to page 65.

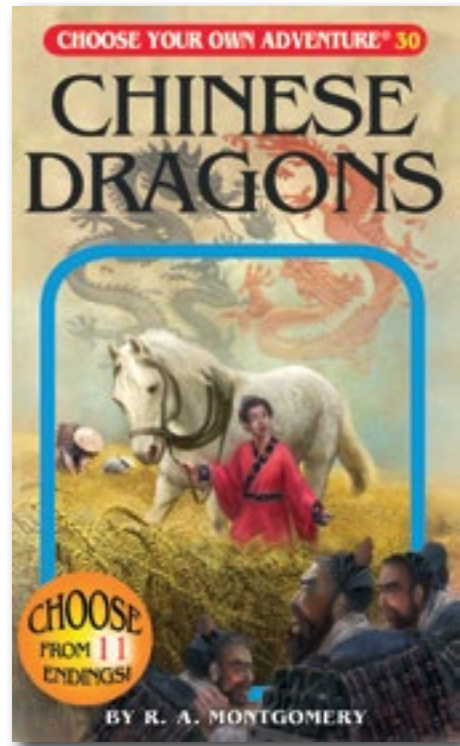




SMOKE JUMPERS

By R. A. Montgomery

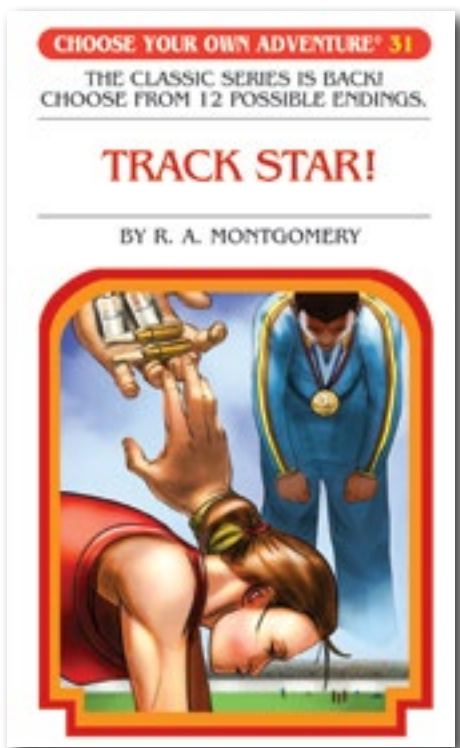
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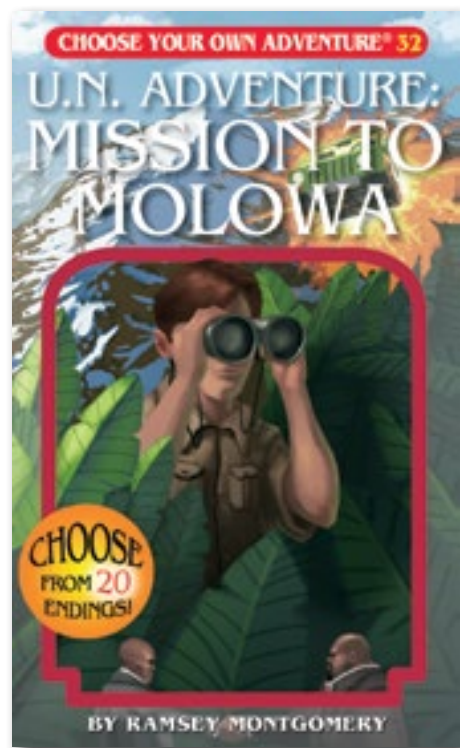
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TRACK STAR!

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U.N. ADVENTURE: MISSION TO MOLOWA

By Ramsey Montgomery

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If you decide to stay, turn to page 68.

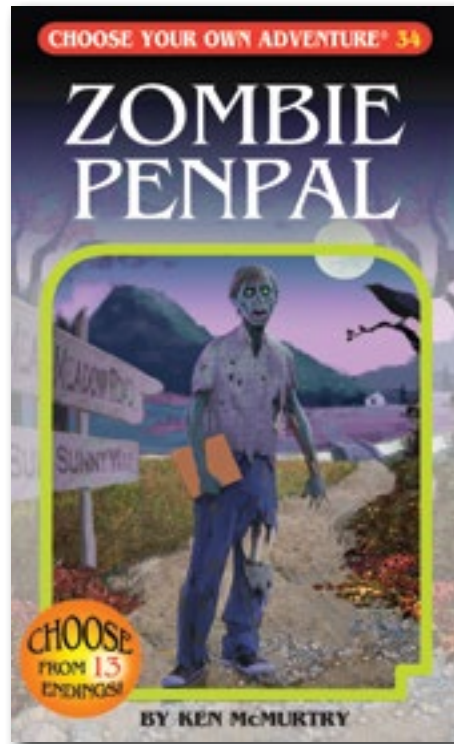




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By R. A. Montgomery

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ZOMBIE PENPAL

By Ken McMurtry

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PUNISHMENT: EARTH

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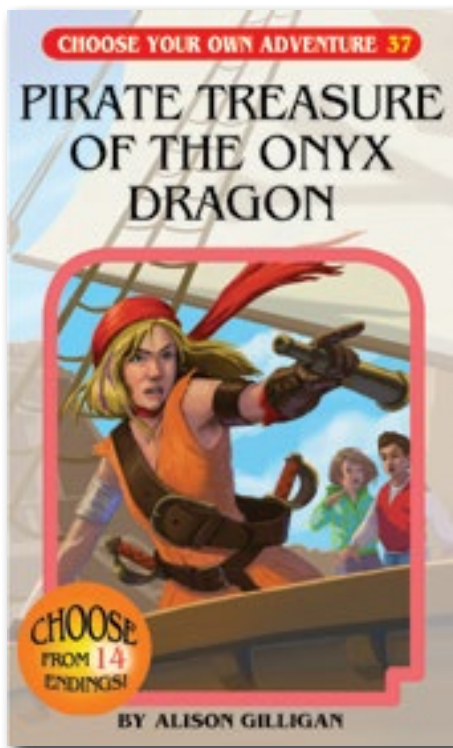


If you decide to head back to the cemetery to look for Mr. Angel, turn to page 24.





If you look up Mr. Angel's address and go there, turn to page 111.



PIRATE TREASURE OF THE ONYX DRAGON

By Alison Gilligan

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SEARCH FOR THE BLACK RHINO

By Alison Gilligan

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By Doug Wilhelm

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By R. A. Montgomery

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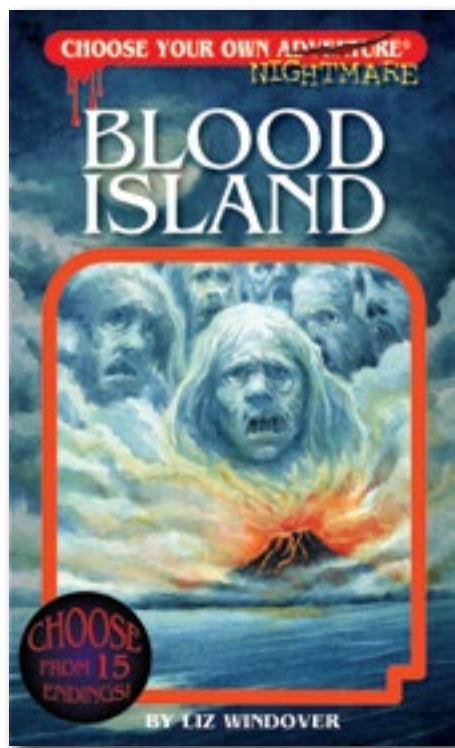




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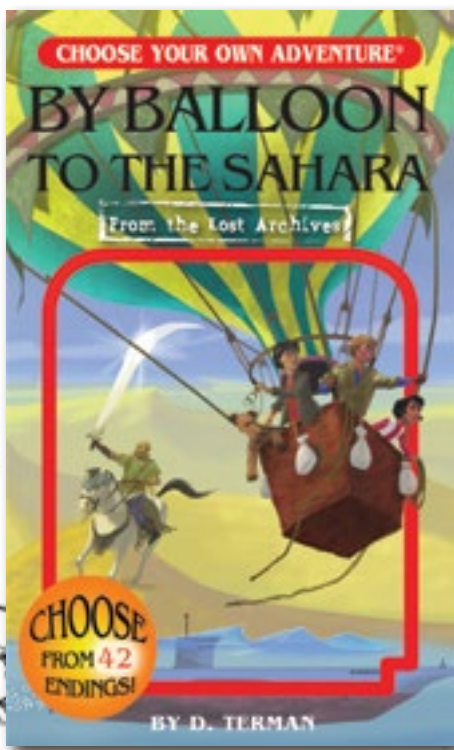




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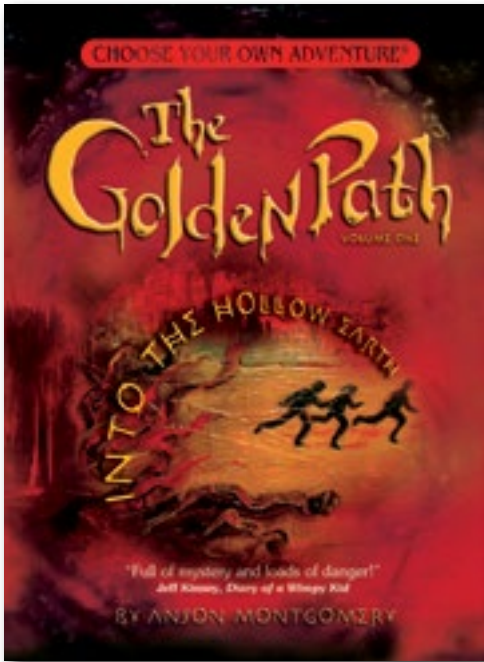
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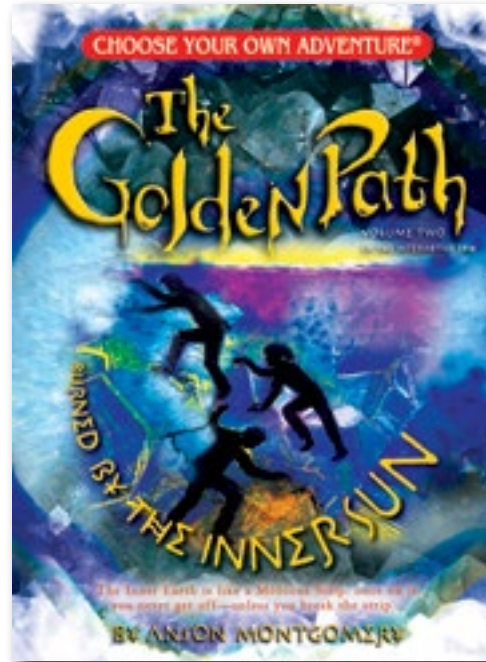
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When technology changed the life of the traditional artist, Newton left animation for marketing, where he designed color for all the sculptures for the Animal Kingdom Disney theme park. In 1998, seeing that the digital world had really taken hold, he decided to buy a computer. "It took me an hour to figure out where the on button was," says Newton. "Today all my work is digital. I still am a painter and I was quite surprised that the computer was in fact the greatest paint brush I had ever encountered."

Today, Newton is working on conceptual paintings for an upcoming film, production starting soon. Additionally, he creates designs for clothing companies. And of course, his favorite project is working on children's books for Chooseco.

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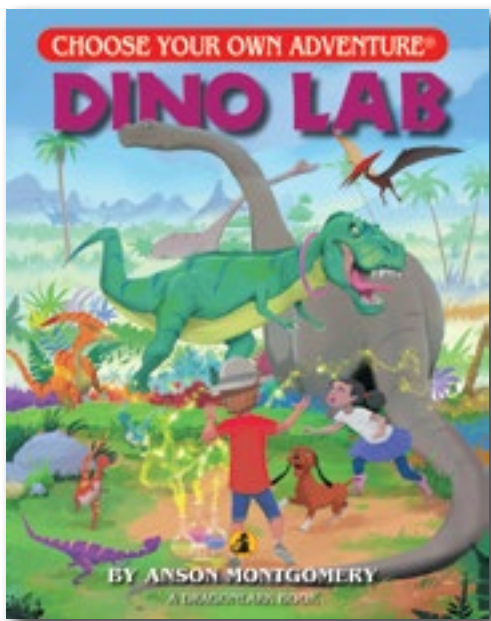
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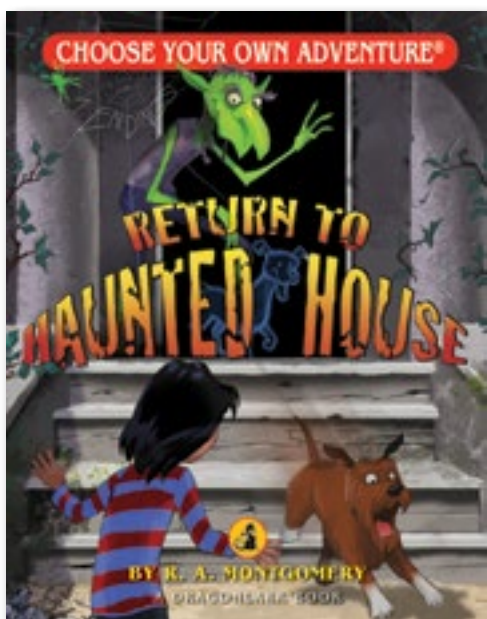
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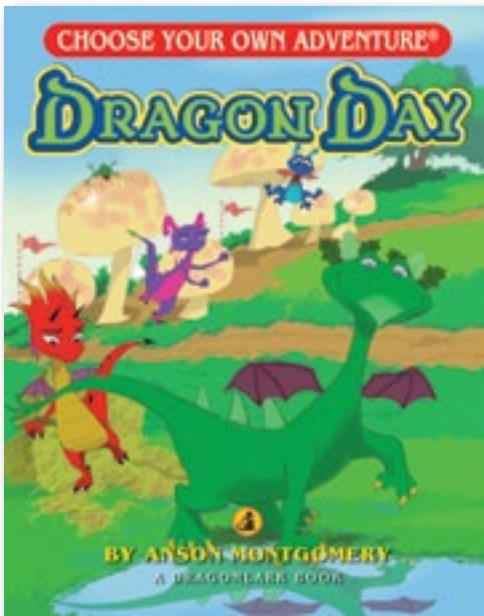
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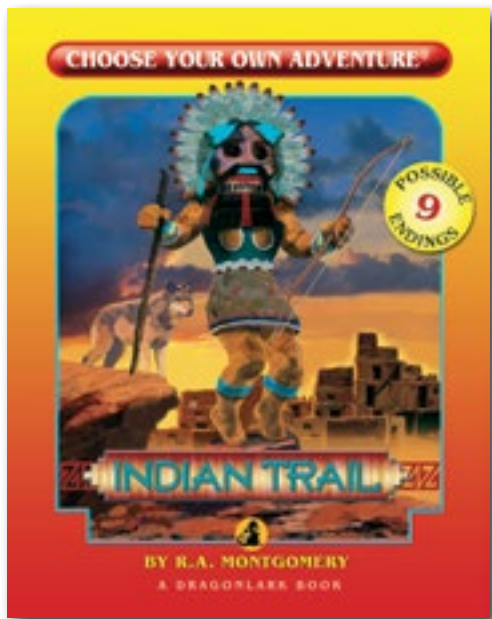


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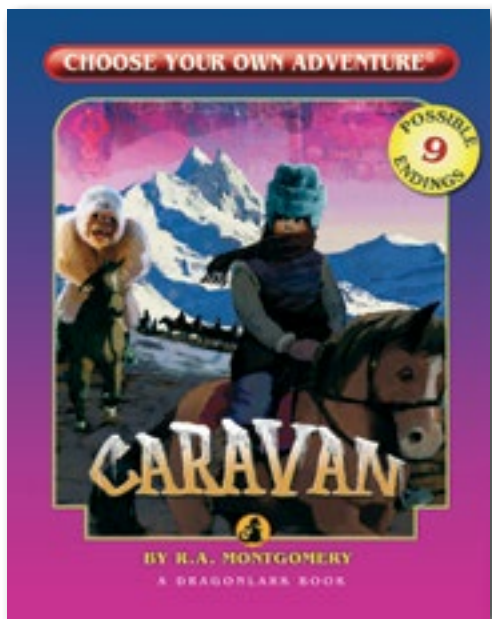
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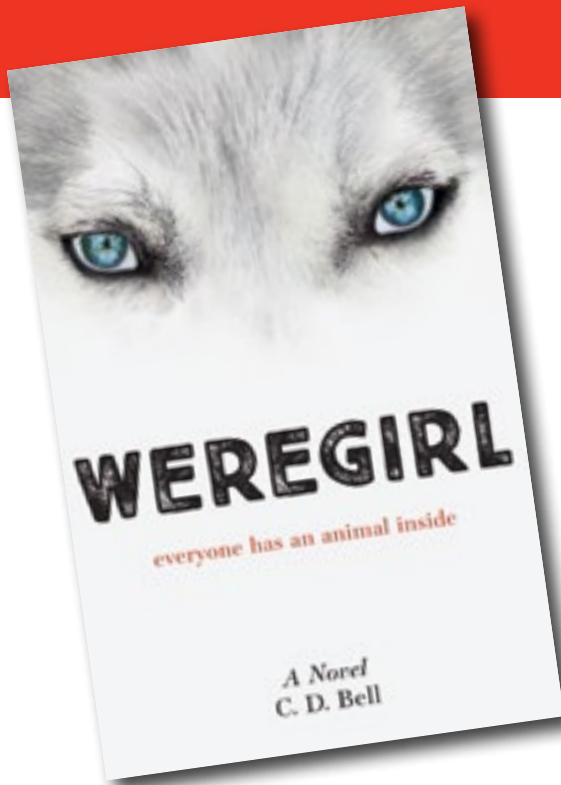
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