

B is for Bufflehead

General Information

ISBN: 978-0-9824925-0-5

LCCN: 2009905001

Publisher: PhotoHutch, P.O. Box 482, Alamo, CA 94507, 925-324-5510

Contact: Steve Hutchcraft, stevehutchcraft@photohutch.com, 925-324-5510

National Release Date: November 10, 2009, National Young Readers Day

Local and Select Retailer Release: October 2009

Price: \$19.95

Initial Run: 5000 copies

Binding: Hardcover; sewn and case bound

Trim: 8 1/2 x 8 1/2 inches

Pages: 80

Photographs: 85

Color: Full color, full bleed throughout

Genre: Children's Non-fiction, Nature, Education, Alphabet Books

Audience: Children ages 1-10

Targeted Market: Grandparents, Parents, Nature Lovers, Birders,

Websites

www.bisforbufflehead.com

- Comprehensive look at the book, including several sample pages
- Educational projects for kids
- Lesson plans for teachers (in development)
- Links to other fun and educational birding sites
- Media Room

www.photohutch.com

- Author's photography site with dedicated section on B is for Bufflehead.
- Link to www.bisforbufflehead.com

Facebook Pages—B is for Bufflehead

Twitter—PhotoHutch

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General Information (continued)

Non-profit Partnerships

- Muir Heritage Land Trust, Martinez, CA
- Dauphin Island Bird Sanctuary, Dauphin Island, AL

Personal Appearance Calendar

Radio Programs

- Birds and Nature, WMNY, Pittsburgh, PA, November 7
- The Wild Side, 1370 WVLY, Wheeling, WV, November 8

Book signings

- Songbird Station, Columbia, MO, October 9
- Northern California Independent Booksellers Association, Oakland, CA, October 10
- Wild Birds Unlimited, Pleasant Hill, CA, November 12, 14
- Storyteller, Lafayette, CA, Early November
- North American Nature Photographers Association, Reno, NV, January 2010

Audubon Society meetings

- Mt. Diablo Audubon, December 3

Charitable Events

- Muir Heritage Land Trust, Autumn Celebration, November 12