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Age	3 to 5
Price	£12.99
Format	Hardback
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ISBN	978-1-83630-059-5
Territory	World ex USA, Can
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CBMC Code	A3M79



Pépé Smit was trained as a visual artist at the Gerrit Rietveld Academy and the Sandberg Institute. Her illustrations have appeared in several leading magazines and newspapers, but she has increasingly focused on creating picture books that make young children both laugh and think. Her first, *Fred the (Very Demanding) Deer*, has become a much-reprinted title and marked the beginning of a successful series.

Fred The (very demanding) Deer by Pépé Smit



Scallywag Press

In this unique and hilarious picture book, Fred the Deer throws a series of tantrums with his illustrator, and ends up getting most of what he wants!

Fred the deer loves living in the forest. Or does he? No, he says he **does not!** He is bored, and wants to visit the town! Once there, he sees everyone else has shoes – so why can't he have shoes? Everyone else seems to be eating chips, but he needs hands to eat chips... really, Fred? Read on to see if Pepe will give in and give him hands, and how the story will end up!

Key Selling Points

- An absurd and very funny dialogue where the author/illustrator is directed by the protagonist
- A book to make children and adults laugh, but also think
- Readers will secretly identify with Fred, who is demanding and stubborn but somehow loveable
- A book with timeless art and an evergreen text, with high quality production values and **cloth spine**
- Already a classic in the Netherlands, where it has reprinted many times

'From beginning to end, it exudes timelessness' *Cobra.be*

'Fred's adventures are unpredictable and disruptively different' *Annemarie Terhell, Trouw*

Sales and Marketing

- Free online resources including a board game
- Marketing with Love Reading, YLG website
- Trailer and social media campaign, and giveaways



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