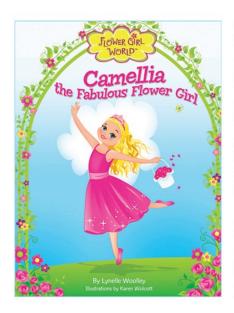


THE BRAND

Move over Princesses, Mermaids, and Fairies, the Flower Girls are coming down the aisle!

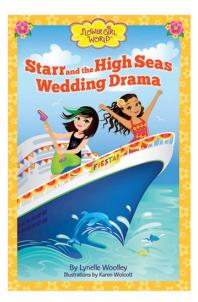
Flower Girl World, a growing publishing property and lifestyle brand, delivers the thrill of the flower girl experience to readers ages 4-9 years old, while it teaches them valuable lessons in teamwork, acceptance, and new cultures and customs.

Through diverse, talented characters and engaging stories, Flower Girl World strives to empower young readers as it entertains.









PUBLISHING HIGHLIGHTS

Tremendous Sales and Downloads for Indie Children's Publishing

- Over 75,000 books and kits sold/downloaded through retail channels
- Over 2,000 units sold at 18 live events

A Growing Series

- (1) Picture book, (3) chapter books, (1) flower girl hair tutorial e-book,
 - Many more to come
- Flower Girl Wedding Activity Kits

National Book Distribution through Independent Book Publishers Group

Rave Reviews and Publicity

- Heidi Klum loves the picture book. "A great bedtime read for the little ones!" (Heidi.Klum@AOL.com)
- Featured in US Weekly, Newsday, Today Show's Mom Blog, Brides Magazine, MomTV, and many more print and online outlets
- Mom's Choice Award Winners



THE OPPORTUNITY

Girl Power

Young readers are turning literary and entertainment properties with strong female lead characters into super-brands (*Fancy Nancy, Sofia the First, Doc McStuffins*)

Flower Girls are a huge untapped market

No other property has a branded connection to the multi-billion dollar wedding industry and brides.

Numerous Licensing Opportunities

Flower Girl World is poised for abundant licensing extensions including apparel, jewelry, toys, beauty, and entertainment.

Global Appeal

With a focus on diverse characters, customs, and cultures, these charming adventures delight readers worldwide.



THE CHARACTERS

The Flower Girl World characters are relatable, positive role models for young girls. Each girl has a special talent and background, and they all reflect values of empowerment, honor, diversity leadership, creativity, and world citizenship.



Iris: Arts & Crafts



Ivy: Rock 'n' Roll



Hana: Sporty



Willow: Fashion



Rosie: Detective



Poppy: Cowgirl



Starr: Performer



Camellia: Ballerina

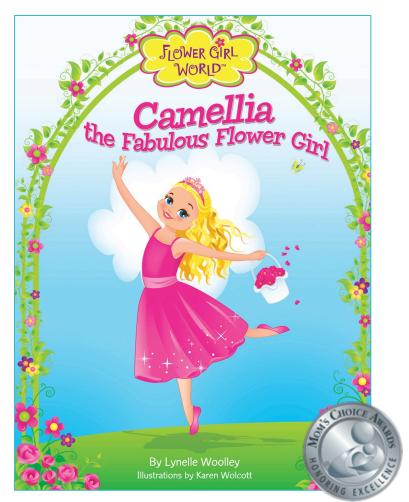
THE PICTURE BOOK

HEIDI KLUM loves Camellia the Fabulous Flower Girl!

She says it's "a great bedtime read for the little ones!" (HeidiKlum.AOL.com)

What happens when a finicky flower girl must share the spotlight with two other fabulous flower girls? Friendship and fun! Join Camellia as she learns to accept differences on her exciting journey down the aisle. Features vibrant illustrations, diverse characters, and positive themes.





Mom's Choice Awards winner

"****(4 stars) Fans of princesses and all things pretty will be delighted.."

- San Francisco Book Review

"***** (5 stars) The illustrations are beautiful, the story is lovely, and the moral is one I want my daughter to learn. I highly recommend."

-- Kids Books Central

"If you have girls, you're going to love this really, really beautiful book."

-- Maria Bailey, Mom TV

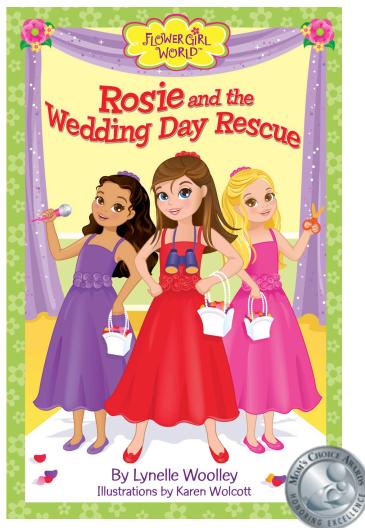
Featured in US WEEKLY!



CHAPTER BOOK #1

Rosie and the Wedding Day Rescue

Flower girls to the rescue! In this fast-paced adventure, Rosie and her new flower girl friends, Iris and Starr, must combine their talents to help a bride save her wedding from total disaster!



OVER 15,000 E-BOOK DOWNLOADS!

During free book promotion June 1 – June 3, 2014

Mom's Choice Awards Winner

"****(4 stars) Perfect for young girls that are starting to read chapter books."

- Kids Books Central

"***** (5 stars) Great story about friendship and problem solving! My daughter loved it and wanted to hear more about the flower girls!"

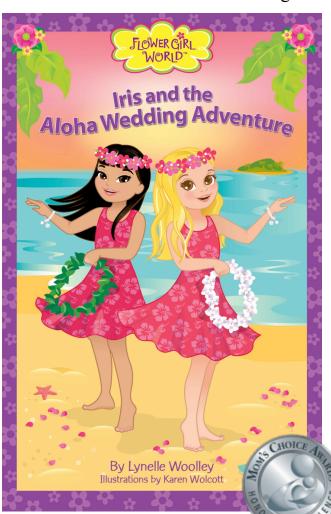
- Amazon Reviewer, verified purchase



CHAPTER BOOK #2

Iris and the Aloha Wedding Adventure

Iris is so excited! She's traveling to Maui to be a flower girl and she gets to help set up the wedding! But how will she and her new flower girl friend, Hana, finish all their tasks and still have time for fun? It's going to take a lot of hard work...and a little Hawaiian magic.



#1 Free Children's Ebook on Amazon

During discount promotion on May 4, 2016

Mom's Choice Awards Winner

"***** (5 stars!) Perfect for younger girls who are looking for a starter chapter book with a cute storyline!"

-- Storytime Books

"A cute read! Just the right amount of adventure for a young girl!"

– Julia's Bookbag

"Loved this book...especially the glossary at the end. I think I've found a new easy chapter book series to add to my library."

– The Book Bug

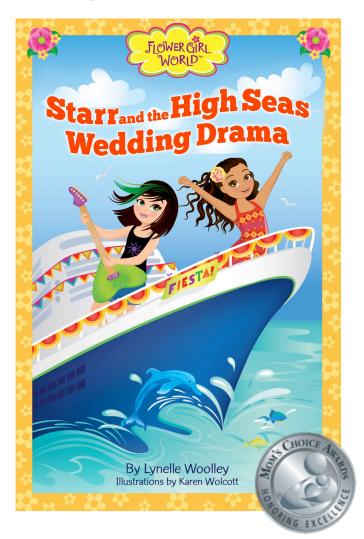
Includes glossary and pronunciation guide



CHAPTER BOOK #3

Starr and the High Seas Wedding Drama

It's hijinks on the high seas! Starr Rubio's grandmother, Abuela, is getting remarried, so she's taking her family on a Mexican cruise to meet her fiancé and his family. But is this couple a good match? Starr and her new friend, Ivy, decide to put their love to the test.



CYBILS Award Nominee!

Children's and Young Adult Bloggers' Literary Awards

Mom's Choice Awards Winner

"A fun read with adorable illustrations! I love the multi-cultural aspect." – Laurie Friedman, author of the Mallory McDonald, April Sinclair, and Ruby Valentine series

"This was a great story and a great series for all those beginning chapter readers. Girls will be able to see themselves in the stories."

- Books Children Treasure

"A cute book for elementary school libraries and school libraries."

- Carla Johnson-Hicks

Includes glossary and pronunciation guide



THE NEXT CHAPTER

New Characters

The Flower Girl World family will continue to grow with new characters of diverse backgrounds and talents:

Daisy: Chef Maggie: Tech Violet: Explorer

New Chapter Books

Set against the exciting backdrop of different weddings, future books in the Flower Girl World chapter series will find favorite and new characters experiencing fun and adventure while learning about different cultures and customs.

Book #4: Rosie and the Haunted Wedding

Book #5: Hana and the Red Dragon Wedding

Book #6: Ivy and the Wedding Out West

Book #7: Maggie and the Wedding Tiara

Book #8: Daisy and the Wedding Cake Woes

Book #9: Violet and the Oh-La-La Wedding

Book #10: Iris and the Magic Wedding Quilt

Book #11: Starr and the Broadway Bound Wedding

Book #12: Hana and the Winter Wonderland Wedding

Book #13: Ivy and the Silver Screen Wedding

Book #14: Maggie and the Valentine's Day Wedding

Book #15: Daisy and the Celebrity Chef Wedding

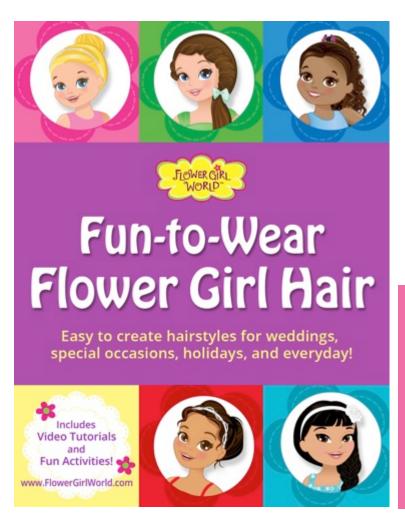
Book #16: Violet and the Secret Wedding Coins



HAIR TUTORIAL E-BOOK

Fun-to-Wear Flower Girl Hair

Requested by fans, this hair tutorial e-book is a powerful marketing tool that connects those who follow the Flower Girl World hairstyling YouTube videos to the rest of the book series. Featuring characters, links to videos, activities and more, this book is a unique offering in the popular hairstyle trend.



A Flower Girl World Fan Favorite!

Tutorials provide step-by-step instructions in text and links to how-to videos

Hair-themed activities keep girls entertained

Includes popular music video

"***** (5 stars!) Interesting ideas for a young girl's hair for a special occasion." – *Amazon Reviewer, verified purchase*



THE GIFTS

Girls who are in weddings or want to play flower girl are introduced to the Flower Girl World experience through exclusive activity kits marketed through wedding channels.

Flower Girl World Celebration Kit

- *Camellia the Fabulous Flower Girl
- *Rosie and the Wedding Day Rescue
- *Official Flower Girl World Certificate
- Practice Petals and Basket
- **★**Wedding Day Activity Book, Crayons
- *****Memory Scrapbook
- **Glitter Flower Stickers**✓
- **★**6 Collectible Bookmarks
- **≯**Packaged in a striking pink metallic outer pack

Flower Girl Fun Kit

- **≯**Includes all the contents above except storybooks
- **❖**Packaged in retail-friendly, see-through display plastic





"We love this fun flower girl gift!"

THE BUZZ

National Publications, Book Reviewers, Mommy Bloggers, and Wedding Sites all rave about Flower Girl World!



"For any little girl asked to be a flower girl in a wedding, or who dreams of the role," - Newsday

"Flower Girl World has the makings of *The Babysitter's Club* or the *American Girl Series*..." – Bella Online

"You'll be wanting to join the Flower Girl World club after reading this cute series!" – Storytime Books

"Perfect for young girls whether they are flower girls or not." – Mom Saves Money

"It's sure to be a hit among little girls ages 4 years and up!" – Jolly Mom

"I think girls would just FLIP over this series!" – Julia's Bookbag



THE CATEGORIES



Apparel	Flower Girl Dresses; Dress up, Shoes
Accessories	Flower Girl Headpieces; Hair Accessories; Petal Baskets, Jewelry
Health and Beauty	Cosmetic Bags; Lip Gloss; Lotions; Nail Polish
Publishing	Picture Books, Chapter Series, Activity Books, Memory Books
Stationery	Notepads; Paper; Pencils/ Pens; Stickers
Toys	Dolls; Board Games; Play Sets



COLOR ILLUSTRATION SAMPLES







BLACK & WHITE ILLUSTRATION SAMPLES











PATTERN SAMPLES



ACTIVITY SAMPLES

These activity pages are featured in the Flower Girl World: Wedding Day Activity Book.

