

**Yo, I'm Toe Jam,
they're The Toenail Fairies!**



*"We're jammin' and rappin' for a nail once Maty's...and Latty's
and Terri's and Jetty's!"*

*Straight up, we're in a jam. Toenail injuries are way down: pressure
to bring in enough toenails to keep our fairy licenses is way up.*

*What d'ya expect? Kids are hooked to their computers, cell
phones, video games and other safe, techy stuff. They're not
outside playing where serious toenail injuries happen. No wonder
the Universal Fairy Council wants to permanently yank our fairy
status: they think kids don't need us any more.*

*So the band's in the dumps. The clock's ticking. And we're
rapping our lungs out to save our fairy licenses, hoping something
comes along to change our fate. Does it? Oh ya...but it also
threatens to change the formal fairy world forever. It's music
to our ears. But to The Tooth Fairy and her dainty formal fairy
friends: they wanna pull the plug on all of it!"*

Toe Jam
and the
toenail fairies.com

Introducing a gross, graphic novel about four, foul-smelling fairies crafted for kids in grades 2-6.

When kids meet Toe Jam and The Toenail Fairies, they just to have to learn more about these reekin' fairies and their rockin' ways! (With noses plugged, of course.)

First, the book makes it easy for all types of readers to get into the story. The website then extends the learning adventure with a chance to bag some toenails and dig into the fascinating life stories of all the characters: TJ, Gout, Korn and Rucas. The next step is to bring the whole experience to life by inviting Toe Jam and The Toenail Fairies into your classroom. (Don't worry: we bring plenty of disinfectant along.)

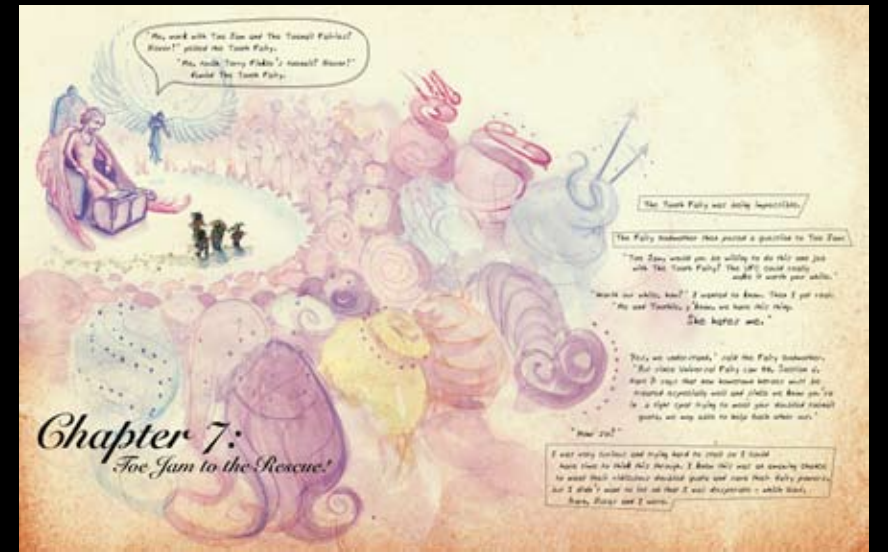
Certified by the Planet Fungeye Institute for Passive Readers!

Some kids lunge at books. Others wait for books to lunge at them. Here's how we made sure everyone is attracted to the unmistakable bouquet of Toe Jam and The Toenail Fairies! →

Sample spreads from book:



Darling, disgusting toenail fairies! Vulgar visuals!



Pretty, mean villains! Icky action from start to finish

Kids follow the scent to more online learning!



The Toe Jam learning adventure continues online with in-depth character backgrounds and a Toenail Bagging Game. Coming soon, the site will offer many technical, mechanical and gaming opportunities for kids to track their learning progress and high scores with friends while flourishing in a community of other toenail fairy fans! Future online activities include:

- Building Your Own Hydrogen Toenail
- Eating Green Gross Grub
- Creating Your Own Toenail Fairy
- Write, Mix & Produce A Rap
- Print-A-Book
- Free downloadable teacher lesson plans!

What's the purpose of all this putridness?

At its hangnail-clogged heart, Toe Jam's story is about leveraging our imaginations and unique gifts to create action plans that help us triumph over life challenges in courageous ways.

How does the book deliver this message? We mixed & mashed a few genres to give kids something fresh to feast on:

1. humor and grossology
2. adventure and suspense
3. sci fi and fantasy
4. comics and graphic novels

The result is a book that kids will glare at in disbelief for a second, then snatch out of your hand to devour with deep and startled attention.



What young experts are saying.



"I like Toe Jam because he is strong and he zapped The Tooth Fairy."
- Eric

"I like all the illustrations and how they are different emotions."
- Skylar

"All the pictures and details make it fun to read."
- Amy

"Rucas is my favorite because he's short like me."
- Mitchell

What old experts are saying.

What passive readers (lots of boys!) respond to:

- graphic novels with "exportable knowledge" and stories in which they can see themselves (Wilhelm & Smith)
- having all of their reading honored: magazines, newspapers, how-to-manuals, playbooks, etc. (Donalyn Miller)
- more sensory-tactile activities to "light up their brains with learning" (Michael Gurian)
- men who step up and become role models for boys (Jon Scieszka)

"I hated to read when I was a kid. I thought reading was boring so I know what bores reluctant readers. Long, descriptive, flowery writing bores them. Wasted words and unnecessary adjectives bore them."

- Dan Gutman, Author

Invite Toe Jam and The Toenail Fairies into your school!

The goal of all TJ Live experiences is to show up in totally unexpected, engaging ways to leave kids laughing, learning and yearning for more of these gross, cool dudes.

Inspired by how passive readers love to learn, our in-school visits hook students with TJ's action-packed story, yucky visuals, gross graphics, challenging charts and lots of practical, hands-on activities. (Yes, nose-plugs are available for all toenail activities.)

Also keep in mind that in-school visits include the following book-purchase discounts*:

10 – 50 copies: less 10% 51 – 100 copies: less 15% 101+ copies: less 20%

* depending on the Planet Fungeye/Earth exchange rate on day of release, book will be priced between \$8 - \$12/copy



Please review enclosed TJ Live learning experiences. Then let's talk! I'm happy to co-create customized TJ experiences for toenail fairy fanatics of all ages!

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Plug your nose and learn more about TJ!

Bag some toenails on the web site:
toejamandthetoenailfairies.com

Read the story behind the story on the blog:
picklefeather.blogs.com/toejam

Contact the guy who wrote it:
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