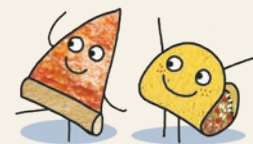


WE ARE LIVING FOR COMICS!

RH GRAPHIC SPRING '21 MERCHANDISING AND EVENT BROCHURE

Includes:

- Graphic Novel Party Suggestions
- Event Activities
- Must-Read Graphic Novels



Art left to right: © 2020 by Karensac from *Aster and the Accidental Magic*; © 2020 by Stephen Shaskan from *Pizza and Taco: Who's the Best?*

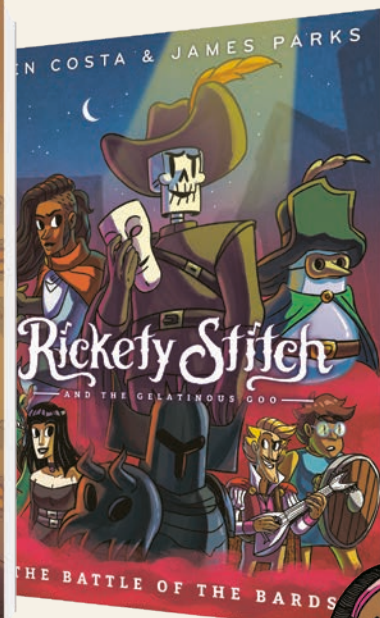
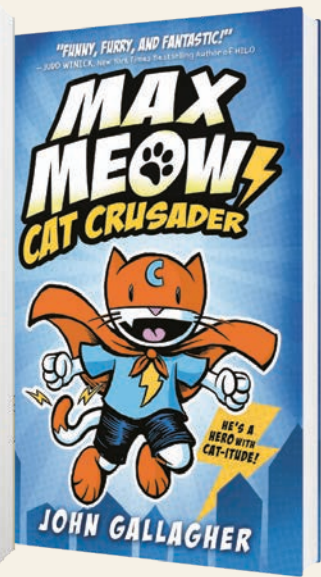
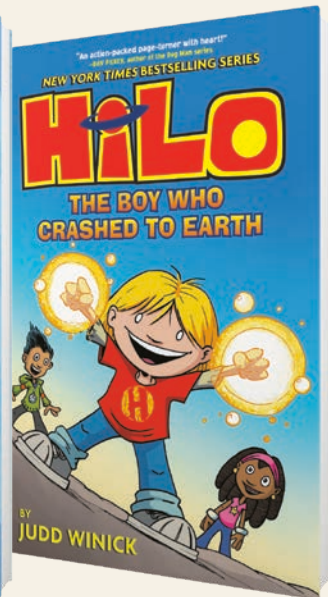
Border art (from top to bottom): © 2020 by Karensac from *Aster and the Accidental Magic*; © 2021 by Stephanie Yue from *Kate the Cashter*; © 2020 by Laura Kozliger from *Bag Boys*

Aster!
I did it!
We're
online!

I thought
coming back
here I would
be cool and in
charge.



SERIES STARTERS WE CAN'T PUT DOWN!



Border art (clockwise from top left): © 2020 by Karensac; © 2020 by Laura Knetzger; © 2021 by Stephanie Yue; © 2015 by Judd Winick

Illustration (clockwise from top left): © 2020 by John Gallagher; © 2020 by Laura Knetzger; © 2015 by Judd Winick; © 2020 by Karensac



SUGGESTIONS FOR YOUR EVENT



HOSTING AN EVENT OF YOUR OWN!

Here's how to create your own event in-person or virtually! Use the next few pages for activity ideas incorporating graphic novels.

1. PICK YOUR THEME

Check out some fun ideas on the following pages for creating a special themed event, inspired by graphic novels from RH Graphic.

2. SET A DATE AND SOCIALIZE!

Use your social channels, newsletters, or an event ticketing site like Eventbrite or Ticketfly to tell people what, when, and where! Continue to post and promote so that fans can get excited about joining you. Encourage them to share with others!

3. GET YOUR SUPPLIES!

We recommend lots of plain paper, pencils, colored pencils, crayons, and some open table space for families to create, along with photocopies of the activities on the following pages. For virtual events, send out a list of recommended supplies and the activity files ahead of your scheduled time.

4. STOCK YOUR SHELVES!

You'll want to make sure graphic novels are well displayed, perhaps even spotlighting books that fit your theme.

5. SHARE ON SOCIAL!

We'd love to see your event! Use #RHGevents and tag @RHKidsGraphic and we'll feature on our social channels!

MERCHANDISING AND GIVEAWAYS!

USING YOUR SHELFTALKER

- Want to learn more about the graphic novels your patrons are interested in? Do they love scary stories? Adventures? Superheroes? Start by placing your new RH Graphic Shelftalker with tearaway pad near your graphic novels section. Encourage visitors to take a slip and share what they love! Make sure there are plenty of pens or pencils nearby, and we recommend having a designated collection box for patrons to submit nearby.
- We'd love to hear more about what your patrons love! Feel free to share the feedback with your sales rep.

GIVEAWAYS

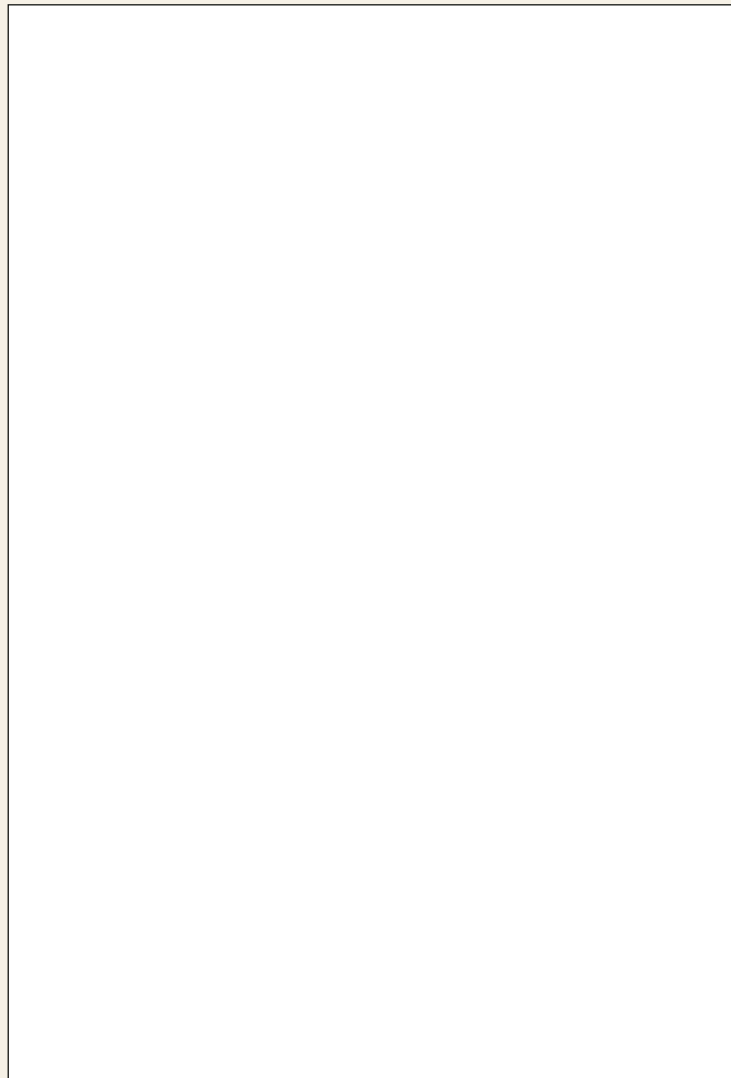
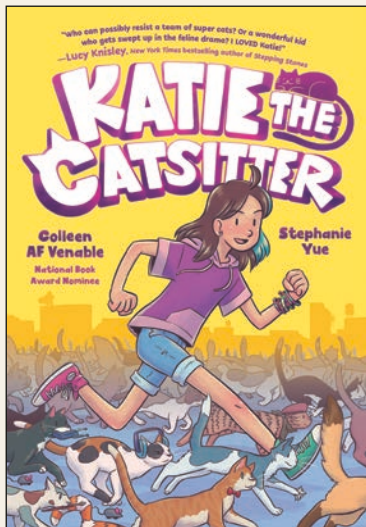
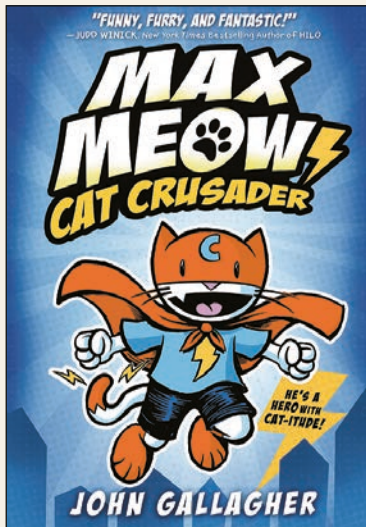
- Included in your kit, you'll find brochures and RH Graphic stickers, designed by BUG BOYS creator Laura Knetzger! We highly recommend sharing these with visiting parents and families, interested in learning more about where to find fantastic graphic novels for ages 4 and up!

Explore event theme ideas on the next few pages!



COOL CATS CLUB

You get to be the artist! Your muse? CATS! Create your own cat-themed graphic novel cover using graphic novels like **MAX MEOW: CAT CRUSADER** and **KATIE THE CATSITTER** for inspiration!



STEP 1: Grab suppapawlies.

STEP 2: Think of the purrfect story.

STEP 3: Include a MEOWZing title.

STEP 4: Draw your cover!

Aster
I did it
We're
online!

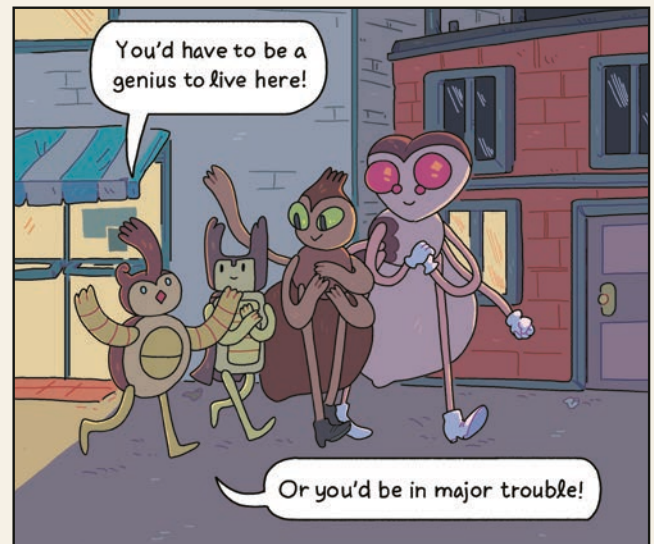
I thought
oving back
ere I would
cool and I
charge.



EXPLORE YOUR WORLD



The earth is full of beauty big and small, so let's focus on our best buggly friends! Inspired by **BUG BOYS**, draw a very special bug friend you'd love to have. **BONUS:** Go outside and meet some of the critters, and draw them in their own habitat. **Check out some of our favorite bug friends below:**



Border art (clockwise from top left): © 2020 by Karinsac; © 2020 by Stephen Shaskan; © 2020 by Laura Knetzger; © 2021 by Stephanie Yee; © 2015 by Judd Wilmick

Spot art: © 2020 by Laura Knetzger from Bug Boys

STEP 1: Draw a panel. **STEP 2:** Observe the cute critters!

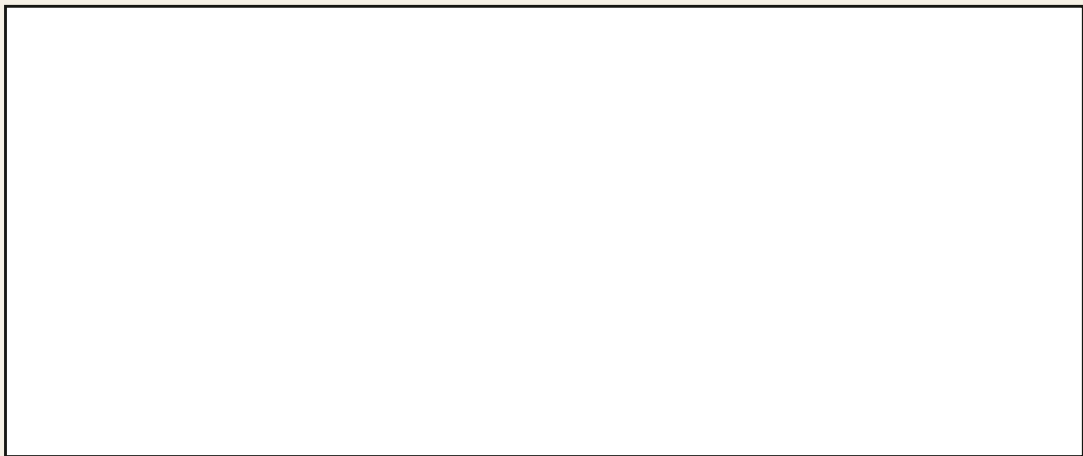
STEP 3: Draw your best bug-friend!



COMICS MASH-UP



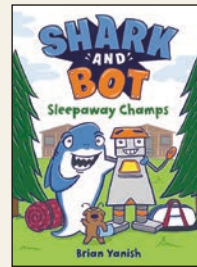
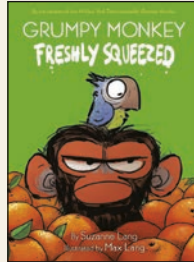
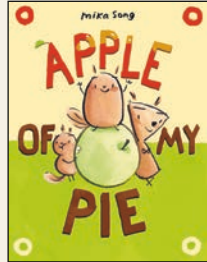
Every book features its own little world, but what would happen if some of our favorite characters met? Let's find out! Using fan favorites Hilo and Aster, draw a mash up of these awesome characters to create your own story.



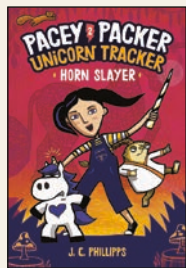
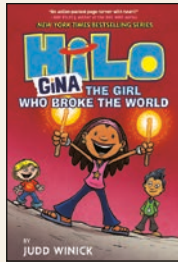


2021 is LOOKING BRIGHT!

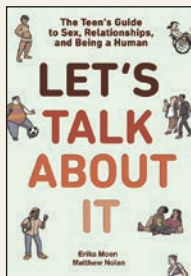
CHAPTER BOOKS

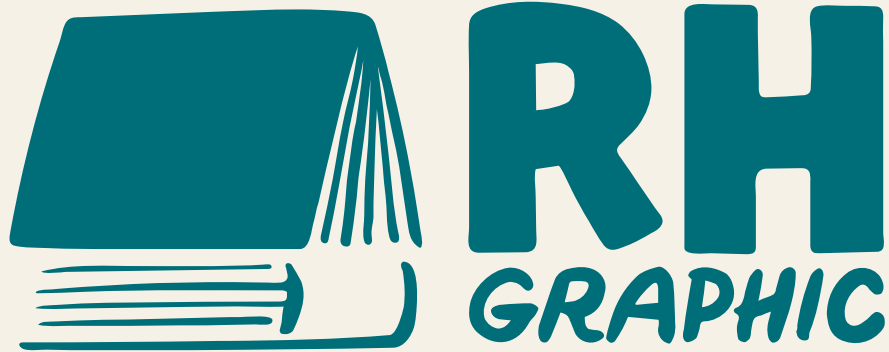


MIDDLE-GRADE

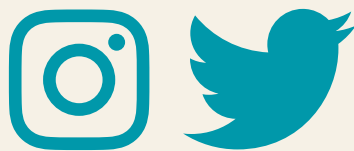


YOUNG ADULT

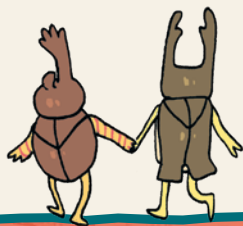




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@RHKIDSGRAPHIC



E-NEWSLETTER:
RHCBOOKS.COM/NEWSLETTER



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Illustration (clockwise from top left): © 2020 by Laura Knetzger, © 2020 by Karensac

I thought coming back here I would be cool and in charge.

m so tired...