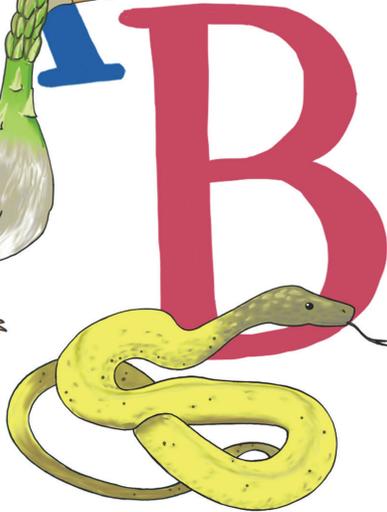
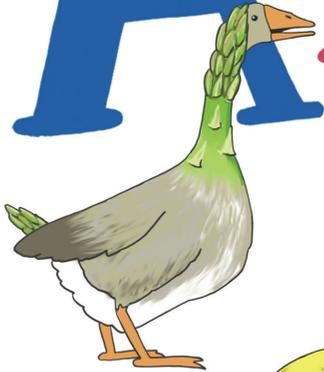
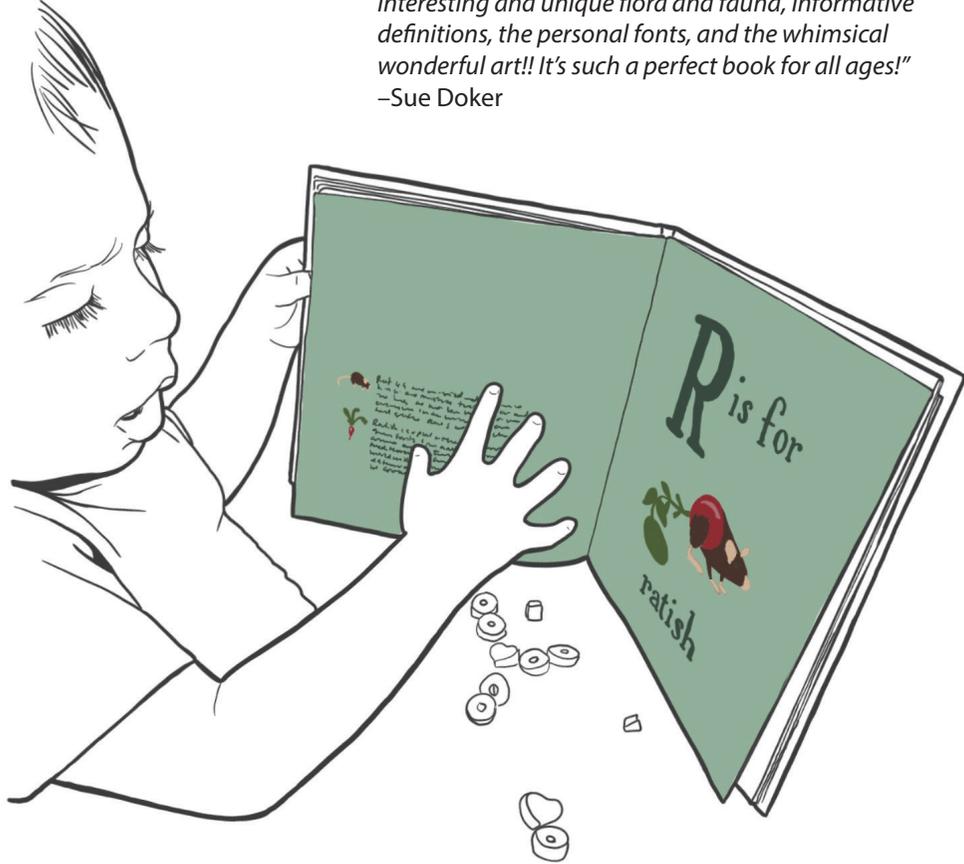


A is for
asparagoose



by VERONICA FANNIN



"I love everything about it: the clever word play, the interesting and unique flora and fauna, informative definitions, the personal fonts, and the whimsical wonderful art!! It's such a perfect book for all ages!"

–Sue Doker



Press Release

NOV 2017: FOR IMMEDIATE RELEASE

Veronica Fannin, an illustrator and designer in New York's Hudson Valley, announces the release of a children's book that illustrates the alphabet in a creative and humorous way. "A is for Asparagoose" features a page devoted to each letter, with vibrant illustrations of plant/animal portmanteaus, like "tomatoad" and "zebroccoli."

The book showcases Veronica's love for letters, plants, animals, and giggles. Wordplay and humor are nothing new for the artist and letterer. "Dr. Seuss's ABC" was the first book I memorized as a child, and this book is a tribute to the wordplay master," she said. "But it has a deeper, nerdy element in the footnotes. I think this book creates a fun communication dynamic between readers. You can read it like a guessing game in the middle of the day, or like a non-fiction snoozer at bedtime."

Perfect for toddlers and preschoolers learning their first letters, the text is short, the letters are front and center, and the illustrations are captivating. Easily adaptable for older children, the footnotes contain fun facts about the creatures. The result is often the discovery of plants or animals they've never encountered before. "The illustrations are fun, the design is perfect, and the palette is gorgeous," says Lee Wade of Schwartz & Wade Books.

"I wrote 'A is for Asparagoose' for a few reasons: First, I am very goal-driven, and an alphabet book presents a measurable challenge (exactly 26 illustrations). Second, I love typography, so this seems like a proper homage. And, most of all, I want my friends to laugh and to ask me what a durian is," says Fannin, who believes the book can inspire folks to learn more about plants and the natural world. She hopes that, through the magic of the book, the reader will learn to combine words in new and playful ways, and of course, to eat more fruits and vegetables. Veronica Fannin successfully raised funds to print 1,000 first-edition copies of "A is for Asparagoose" on Kickstarter.

The book is now available at select bookstores and on her website: www.veronicafannin.com

"This is precisely the sort of book I am always on the lookout for—a very unique and beautiful way of applying precise details of nature into a readable and fun format for kids. The theme ... is so fun and creative, but not a visual or informational overload. The puzzle element of it, combining very different parts of nature, really speaks to me, I would have loved this book as a child!"

—Ginger Lily



About the book



A is for Asparagoose

by Veronica Fannin

7" x 7" hardcover, 54 full-color pages, \$20 retail price

A silly and smart hand-lettered alphabet book with 26 original illustrations of fun-to-say plant + animal hybrids. Giggles guaranteed. The first edition printing was successfully funded on Kickstarter in July 2017 and resulted in over 250 presales.

Each page has a full-color spread for each letter of the alphabet; every letter has a corresponding illustration of a creature built from an animal and plant combination. The hybrids have been selected for their visual impact, as well as how fun or silly it is to read the resulting word. The left page shows a small image and description (fun facts!) for each animal and plant that have been combined to build the creature on the right page. The descriptions are long enough to put a toddler to sleep, and educational enough to pique the interest of children and adults alike!



Availability

Available for purchase at select bookstores and at www.veronicafannin.com

Wholesale ordering available

Minimum order: 10 @ 40% discount \$12/ea.

Please email vern@veronicafannin.com for wholesale inquiries.



"This was a squealing giggling hit in class"
—Anne Gonnella

About the author



Veronica Fannin is an artist, letterer, and instructor in New York's Hudson Valley. "I enjoy custom projects of all types. From signage, imaging, and organizing, to workshops and websites, I like to see dreams come alive. I revel in the process and bask in the final product. I am a geek at heart, and I love anything that's structured like an 8-bit RPG. I love puzzles, fantasy, and a courageous cause. I like to make grammar jokes and puns, and my heart fills up when children laugh at my antics."

The concept for *A is for Asparagoose* had been floating around for three years as an ongoing in-joke between Veronica and her partner, Thomas. She even had sketches for some of the creatures.

When her technology upgraded to a tablet in early 2016, Veronica decided to become familiar with the digital paintbrush. "As I tested my skills at digital painting, I wanted a fun project to work on as I learned, and I tried drawing an asparagoose. I loved it so much and was hooked—I learned a whole new method of illustration because I practiced it 26 times!"

Learn more and see Veronica's portfolio at: www.veronicafannin.com





Tomato is an edible fruit in the nightshade family. The fruits are commonly eaten raw in salads, served as a cooked vegetable, and used as an ingredient of various prepared dishes. The wild tomato originated in the Andes Mountains of South America.



Toad is a squat, rough-skinned, tailless amphibian found all over the world. Many are stout-bodied with short legs that limit them to the characteristic walking or hopping gait. Toads have poison-secreting glands as a defense against predators.

T is for



tomatoad

Z is for



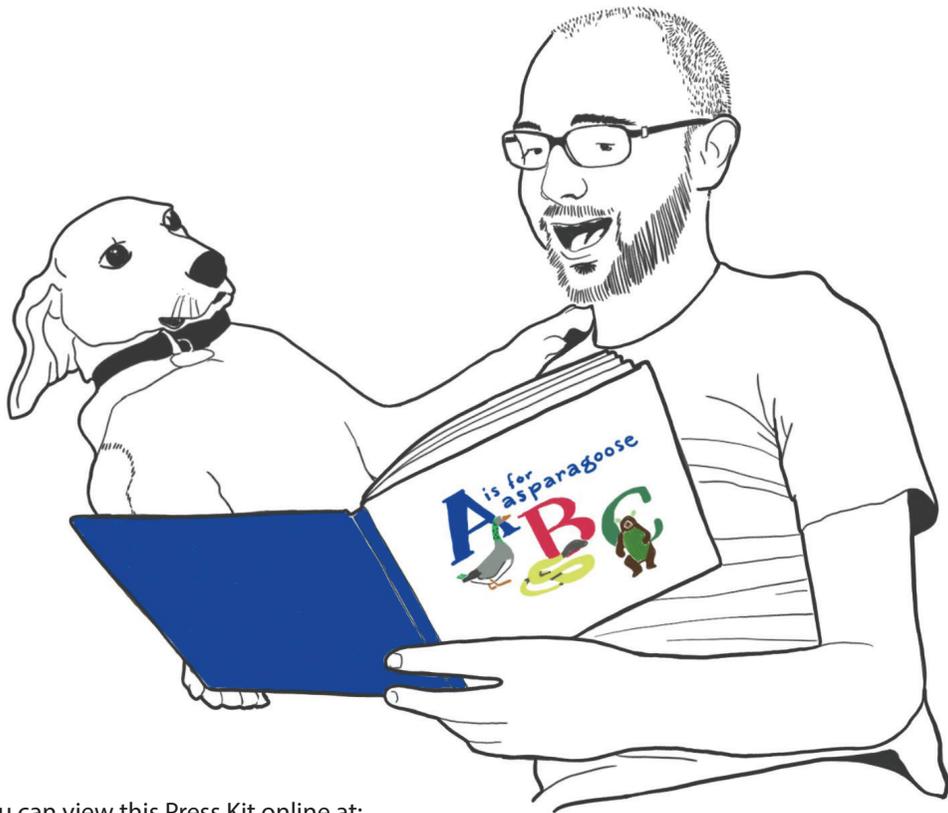
Zebra is a strikingly black-and-white striped mammal in the horse family. Zebras are closely related to domestic horses; built for speed and long-distance migrations. In all zebra species, the stripes are like fingerprints, allowing scientists to easily identify individuals.



Broccoli is an edible plant in the mustard family, grown for its edible flower buds and stalk. High in dietary fiber and a number of vitamins and minerals, broccoli is a nutritious vegetable and can be eaten fresh or cooked.



zebroccoli



You can view this Press Kit online at:
www.veronicafannin.com/presskit