

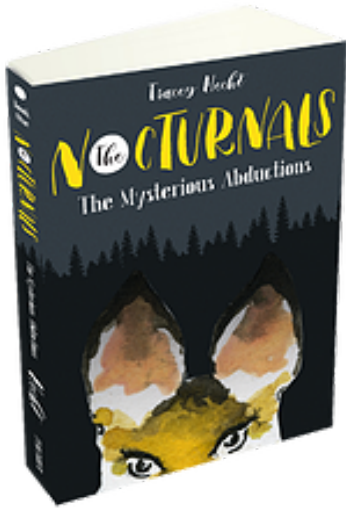
FABLED FILMS

NEW YORK CITY

“An enchanting story. ...The characters are delightful and the nighttime landscape is captivating. It was just as I expected—because the best stories always take place in the dark!” –R.L. Stine, bestselling author of the Goosebumps series

FABLED FILMS PRESS UNVEILS MIDDLE GRADE SERIES

A flabbergastifying, fun-filled world of adventure arises in
THE NOCTURNALS BY TRACEY HECHT



(NY, NY—Spring 2016)— Fabled Films Press, the imprint of Fabled Films, a children’s media and entertainment company, is thrilled to announce the launch of its first ten-book middle-grade series, THE NOCTURNALS, stories that follow three animal friends: Dawn, a serious fox, Tobin, a sweet pangolin and Bismark, the loud mouthed, pint-sized sugar glider. In the series, the animals band together to save the nighttime world from the mysteries that lurk in the dark. Perfect for fans of Kate DeCamillo’s *Tale of Despereaux*, Chris Grabenstein’s *Mr. Lemoncello’s Library*, and “Zootopia”, these books will delight readers young and old with their humor, adventure, and spunk.

The Nocturnals: The Mysterious Abductions (4/19/16)

will launch the series with a \$500,000 marketing campaign which will include an animated web series, a national prepublication book tour, print and online advertising, as well as the creation of an interactive website with games and resources for kids, parents, librarians and educators. Fabled Films Press is also partnering with The New York Public Library for a read-aloud workshop program in more than 20 city schools. Consortium Book Sales & Distribution, an Ingram Company, will handle sales and distribution for Fabled Films Press. This collection of stories marks the company's first foray into publishing, and they have plans to launch other middle-grade and young adult book series in the coming years.

Tracey Hecht, author and creative visionary behind Fabled Films, began thinking about creating a book series for kids while watching animated movies like “Madagascar” and “Toy Story” with her four children. She loves the way these films entertain both children and adults, from the humor to the layers of storytelling that tap into different viewers’ interests and emotions, and got to thinking about how she could create that in book form. Middle-grade felt like the right age range to work in since adults and children still share the experiences of a good story, reading together before bed, or listening to books during car rides. Hecht believes strongly in reading and reading aloud to children, something she does on a regular basis with her family, and thinks that books can be as influential in creating cultural brands as television and film.

"We think the physical book should be a real treasure, something a kid should be as excited to own as a toy or stuffed animal," said Hecht, who enjoys visiting bookstores whenever she's on the road. "But the brand needs to extend into additional channels simultaneously. Kids consume all forms of content today and their brands should exist in each of them."

The series will continue in September 2016 with *The Nocturnals: The Ominous Eye*.

MORE ABOUT THE NOCTURNALS: THE MYSTERIOUS ABDUCTIONS:

The Nocturnals features three unlikely friends: Dawn, a serious fox, Tobin, a sweet pangolin and Bismark, the loud mouthed, pint sized sugar glider. The stories all play out in their nighttime world with teamwork, friendship and humor in every adventure. In *The Mysterious Abductions*, the animals form a brigade of the night after a random encounter with a bloodthirsty snake, and just in time because something is threatening their night realm. Animals are disappearing without a trace. Together with the help of a wombat, a band of coyotes and many others, Dawn, Tobin and Bismark journey to the depths of the earth in a wacky, high stakes game that will determine all of their survival. www.nocturnalsworld.com

ABOUT TRACEY HECHT:

Tracey Hecht, founder of Fabled Films, is a writer and entrepreneur who has written, directed and produced for film. Tracey has launched several start-ups including DoughNet, an online company promoting savings and social responsibility for kids. Fabled Films brings together her passions and interests: writing, creativity, teamwork, and entrepreneurship. When she isn't writing and managing a business, she can be found hiking, reading or spending time with her family. Tracey currently splits her time between New York City and Oquossoc, Maine with her husband, four children and three pets—none of which are a sugar glider.

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Fabled Films is a publishing and entertainment company creating original content for middle grade and young adult audiences. Fabled Films Press combines strong literary properties with high quality production values to connect books with generations of parents and their children. Each property is supported with additional content in the form of animated web series and social media as well as websites featuring activities for children, parents, bookstores, educators and librarians.

Connect with Fabled Films:

<http://www.fabledfilms.com>

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THE NOCTURNALS: The Mysterious Abductions

written by Tracey Hecht with spot illustrations by Kate Liebman

ISBN: 978-1-944020-00-2;

\$15.99 US; \$22.99 CAN

Simultaneous release in hardcover and e-book

Fabled Films Press, distributed by Consortium Book Sales & Distribution

On Sale Date: 4/19/2016

www.nocturnalsworld.com