



## Penelope & Jack, Together Apart

Teaching Children the Power of Friendship  
During Times of Adversity

Picture Book for Ages 3 – 7

While maintaining social distancing at his family's "above the clouds" apartment, Jack meets his balcony neighbor, Penelope, and develops a deep friendship with her. With help from his family, Jack is able to nurture this friendship across the empty space between their balconies.

### PRODUCT SPECIFICATIONS

**BOOK:** PENELOPE & JACK, TOGETHER APART

**AUTHOR:** PROFESSOR STORK

**CATEGORY:** PICTURE BOOK

**PUBLISHER:** MAD STORK PUBLISHING LLC

**AUDIENCE:** GRADES PRE-K - 3

**TRADE EDITION:** FIRST TRADE EDITION

**EDITED BY:** JEANNETTE DE BEAUVOIR

**ILLUSTRATIONS BY:** ELENA KOCHETOVA

**ISBN-10:** 1734807768

**ISBN-13:** 978-1734807769

**U.S. PRICE:** \$16.95 USD HARDCOVER | \$3.99 KINDLE

**CAN PRICE:** \$24.95 CAN HARDCOVER | \$14.95 CAN PAPERBACK

**PAGE COUNT:** 34 PAGES

**FORMATS:** HARDCOVER/eBOOK

**PRINT RUN:** ON DEMAND

**TRIM SIZE (W g H):** 8" x 0.25" x 10"

Penelope & Jack, Together Apart is a story that transcends the adversity brought on by changes the world faces today. With this story, Professor Stork shows children they can create positive experiences, nurture new relationships, and continue to move forward purposefully when times are tough.

Neil Rosen is best-selling and award-winning author of nearly a dozen children's books. Neil has advanced degrees in both elementary education and psychology, and over 10 years experience teaching in public education.

Through Professor Stork, Neil is on a mission to use his platform, talent and imagination to encourage children to discover and nurture their innate sense of purpose. His belief is in the power of storytelling to help children build strong, empowering leadership skills and respect for people of all backgrounds.

### MARKETING STRATEGY

- Social media campaign on TikTok and Instagram targeting educators and parenting thought leaders.
- Dedicated social media campaign with creative video content, including teasers and book giveaways with key social media influencers
- Micro and nano-influencer outreach on Instagram and TikTok
- Delivers a positive message about overcoming adversities and challenges in life
- Nurtures child's positive personality characteristics
- Encourages parent/teacher/child conversations
- Beautifully written and illustrated to spark imagination
- Builds leadership skills
- Builds vocabulary skills

**Under the Professor Stork pseudonym, Neil Rosen is on a mission to help children thrive, and he wants you to join him!**

You can help children achieve their full potential by supporting the Professor Stork books and joining Neil's goal to help children not just in technical skills such as vocabulary, but unlock their creativity, develop a sense of purpose, and cultivate better social skills. In a time where compassion and empathy seem sparse, it's never too late to support and foster the growth of those character traits.

**Reach out to Neil Rosen to join the movement:**

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