

# Stick With-it

## LITERACY TOUR

### FACT SHEET – BRADY BRADY

#### OVERVIEW

- Author: Mary Shaw
- Illustrator: Chuck Temple
- Publisher: Brady Brady Inc.
- 13 books in series, with scheduled new releases
- 32 full colour pages per book
- Theme: sports (primarily hockey, also baseball, soccer, basketball and football)
- Readers: boys and girls, ages four to eight
- First story: *Brady Brady Gumface* (an unpublished football story)
- First release: *Brady Brady and the Great Rink*, 2001
- Latest release: *Brady Brady and the B Team*, 2007
- Next scheduled release: *Brady Brady and the Ballpark Bark*, September 2007 (baseball)

#### EACH BOOK

- Makes reading a fun goal
- Links the passion of sport with reading
- Breaks barriers concerning gender and racial biases
- Promotes physical activity
- Uses humour
- Gains immediate credibility with sports hero endorsements and readings
- Is recognized by school boards for the benefits of curriculum development
- Motivates young male readers with relevant themes
- Features a strong moral message
- Promotes sportsmanship, teamwork and fair play

#### FUN FACTS

- Concept conceived in 1990s by Shaw – unable to find engaging reading material for her young son, Brady
- Bestselling Canadian children's book series
- Series endorsed by Bobby Orr
- Individual titles endorsed by professional athletes including Steve Yzerman, Cassie Campbell, Mike Fisher and Hayley Wickenheiser
- Temple can draw Brady Brady in 32.5 seconds
- Hockey titles translated in French
- Soccer and basketball books launched in 2007

#### BRADY BRADY INC.

- Publishing rights in the United States
- International distribution overseas
- Recently inked a deal with a production company for rights to future animation
- Customized Brady Brady programs implemented from grassroots level of sport through to the professional level (including Toronto Maple Leafs, Minnesota Wild and Columbus Blue Jackets)
- Involved with various community reading programs including the Rotary Read-A-Long in Newfoundland

#### AWARDS

- Six selected Brady Brady titles are in the Canadian Children's Book Centre's annual guide, *Our Choice 2007* (*Great Exchange*, *Big Mistake*, *Most Important Game*, *MVP*, *Super Skater* and *Puck on the Pond*)
- Canadian Toy Testing Council selected *Brady Brady and the Puck on the Pond* for its *Recommended Books for 2007*

