

# SPIRIT ANIMALS

As their world crumbles, four children discover they each have a spirit animal, a mystical bond between human and beast that bestows great power on both. Will it be enough to save a land in peril?

## Seven epic books. One dynamic online game.

With Spirit Animals, Scholastic's groundbreaking multiplatform publishing program steps into the world of fantasy for the first time. Each book in the series includes a code that unlocks gameplay on [spiritanimals.com](http://spiritanimals.com).



### **Fantasy + Animals = A Series for Everyone**

The combination of fantasy, animals, and action-packed adventure appeals to both boys and girls.



### **Top Authors**

Bestselling fantasy writers Brandon Mull and Maggie Stiefvater kick off the series, followed by an all-star list of authors.



### **Amazing Multiplatform Experience**

The story leaps off the page at [spiritanimals.com](http://spiritanimals.com), an online role-playing fantasy game. Kids engage in the world and with the characters, and each book provides an important bonus in the game.



### **Customizable Gameplay**

The [spiritanimals.com](http://spiritanimals.com) website allows kids to create their own unique heroes, choose and care for a spirit animal, and embark on the quests that interest them most.



### **Community Building**

The website provides an age-appropriate rich social hub for fan buzz, fan fiction, and the definitive answer on whose spirit animal reigns supreme.



### **Collectible Books**

With a large trim size (5½" x 8") and foiled cover, each book will appeal to collectors, providing readers with a tangible connection to the world of Erdas.

# FALL 2013 LAUNCH CAMPAIGN



National Publicity



Multi-city Author Tour



12-copy Floor Display



National TV Advertising Campaign



Monthly Online Advertising



Custom Educator Resources

## PUBLICATION SCHEDULE

**September 10, 2013**

Spirit Animals Book 1: Wild Born  
Brandon Mull

**January 2014**

Spirit Animals Book 2  
Maggie Stiefvater

**April 2014**

Spirit Animals Book 3

**July 2014**

Spirit Animals Book 4

**October 2014**

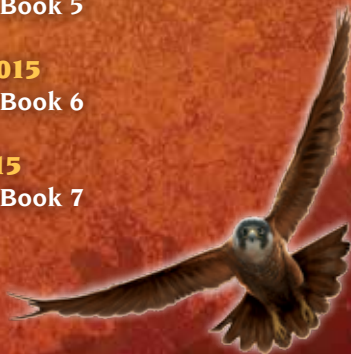
Spirit Animals Book 5

**January 2015**

Spirit Animals Book 6

**April 2015**

Spirit Animals Book 7



[spiritanimals.com](http://spiritanimals.com)

SCHOLASTIC, SPIRIT ANIMALS, and associated logos are trademarks and/or registered trademarks of Scholastic Inc.

 SCHOLASTIC



New from the publisher of the *New York Times*  
bestselling *The 39 Clues™* and *Infinity Ring™*  
multiplatform series

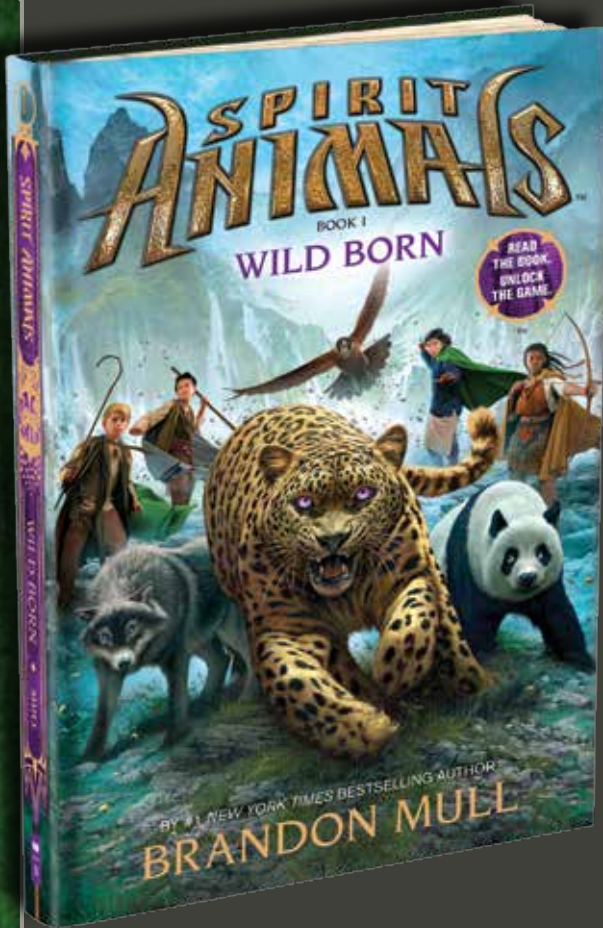
# SPIRIT ANIMALS™



[spiritanimals.com](http://spiritanimals.com)



# READ THE BOOKS



SEPTEMBER 10, 2013

## SPIRIT ANIMALS BOOK ONE: WILD BORN

By Brandon Mull

Four children separated by vast distances all undergo the same ritual, watched by cloaked strangers. Four flashes of light erupt, and from them emerge the unmistakable shapes of incredible beasts—a wolf, a leopard, a panda, a falcon. Suddenly the paths of these children—and the world—have changed forever.

Enter the world of Erdas, where every child who comes of age must discover if they have a spirit animal, a rare bond between human and beast that bestows great powers to both. Now the fate of Erdas has fallen on the shoulders of four young strangers. Will they be strong enough to stop the coming darkness?

### Spirit Animals Book One: Wild Born

Brandon Mull

September 10, 2013

978-0-545-52243-4

Price: \$12.99 US/\$14.99 CAN/£6.99 UK

Pages: 208

Trim Size: 5-1/2 x 8

Format: POB

Ages: 8-12

ebook: 978-0-545-52255-7

Audiobook also available



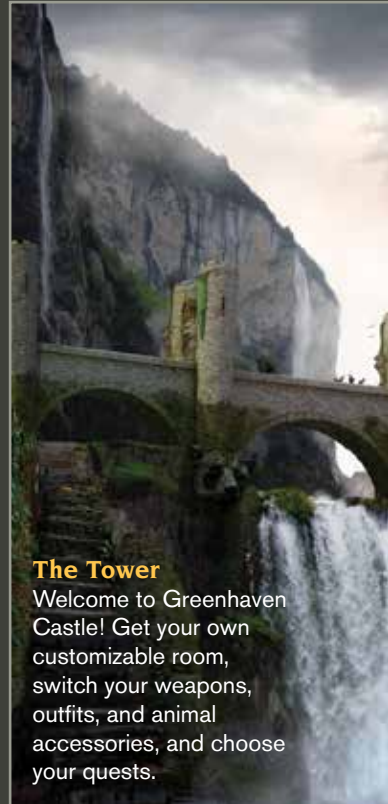
### The Book Enhances Gameplay

Each book comes with a code that can be redeemed online for a major cache of Greenheart Tokens—premium game currency—giving unparalleled value to the books. Players use currency throughout the Spirit Animals game to buy gear and animal treats, and to access quests.



# PLAY THE GAME

Welcome to spiritanimals.com, the online world of Erdas, where players sign up, create a customizable hero, and choose their own spirit animal. Dark forces are threatening to tear Erdas apart—players must strengthen their animal bonds and undertake dangerous quests to protect the world.



## The Tower

Welcome to Greenhaven Castle! Get your own customizable room, switch your weapons, outfits, and animal accessories, and choose your quests.

## The Hero

Choose your hero's gender, skin tone, hairstyle, eye color, and name.



## Spirit Animals

Choose a spirit animal to bond with and train—develop the bond to unlock incredible powers.



## Quests

Journey through four continents and fighting to save Erdas.



s, battling enemies



### Community

Message boards are a rich social hub connecting both gamers and readers alike.