



Scholastic Inc., 557 Broadway, New York, NY 10012-3999, (212) 343-6100
www.scholastic.com

FOR IMMEDIATE RELEASE

**SCHOLASTIC TO PUBLISH NEW MULTI-PLATFORM
FANTASY ADVENTURE SERIES, SPIRIT ANIMALS™**

**INTERACTIVE MULTI-AUTHOR SEVEN-BOOK SERIES LAUNCHES GLOBALLY
SEPTEMBER 2013 WITH FIRST BOOK AND STORYLINE BY
#1 NEW YORK TIMES BESTSELLING AUTHOR BRANDON MULL
AND SECOND BOOK BY #1 NEW YORK TIMES BESTSELLING AUTHOR
MAGGIE STIEFVATER**

New York, NY — January 10, 2013 — Scholastic, the global children’s publishing, education and media company, and the pioneering publisher of the multi-platform *New York Times* bestselling [The 39 Clues®](#) and [Infinity Ring®](#) series, continues to innovate with the publication of [SPIRIT ANIMALS™](#), a new fantasy adventure series for readers ages 8-12. The multi-author series launches worldwide on September 10, 2013, and will be led by #1 *New York Times* bestselling author [Brandon Mull](#) who will pen the first book, *Wild Born*, and create the story arc. The second book in the series will be written by #1 *New York Times* bestselling author [Maggie Stiefvater](#) and will be published in January 2014. Additional authors and publication dates will be announced at a later date. Combining epic storytelling through seven books linked with a dynamic online game, Spirit Animals is Scholastic’s first foray in the fantasy genre in its groundbreaking multi-platform publishing program.

Spirit Animals centers around the fantasy world of Erdas where children who come of age go through a ritual to determine if they have a “spirit animal,” a rare bond between human and beast that bestows great powers to both. In this breakthrough series, four children from different cultures undergo an annual ritual and discover that they have been chosen for a greater destiny. Each book in the series will unlock expanded gameplay on the immersive Spirit Animals [online game site](#). The role-playing online game—available through any web browser—will allow kids to customize their own unique heroes, choose their spirit animals, and go on quests to help save the world of Erdas.

“With Scholastic’s latest entry into multi-platform, readers are transported into a whole new fantasy realm with Spirit Animals,” said Ellie Berger, President, Scholastic Trade. “Spirit Animals has a compelling premise, a relatable cast of multi-cultural characters, magnificent animals, and a vibrant online game—this is 21st century storytelling at its best. We cannot be more excited about introducing this epic series to kids everywhere.”

About Spirit Animals

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 fates of these children – and the world – have been 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. A dark force has risen from distant and long-forgotten lands, and has begun an onslaught that will ravage the world. Now

the fate of Erdas has fallen on the shoulders of four young strangers . . . and on you. Part engrossing book series, part action role-playing game, readers will create their own characters online to discover their spirit animal and join the adventure.

About Brandon Mull

Brandon Mull is the author of the *New York Times*, *USA Today*, and *Wall Street Journal* bestselling *Beyonders* and *Fablehaven* series. The *Los Angeles Times* praised *Beyonders* saying, “Mull elevates the genre.” Mull currently resides in Utah, with his wife and four children. For more information, visit www.brandonmull.com.

About Maggie Stiefvater

Maggie Stiefvater is the #1 *New York Times* bestselling and award-winning author of *The Shiver Trilogy*, *The Scorpio Races*, and *The Raven Boys*. *USA Today* called Stiefvater “[a] master storyteller.” Stiefvater resides in rural Virginia with her husband and two children. For more information, visit www.maggiestiefvater.com.

About [The 39 Clues](#)[®] and [Infinity Ring](#)[®]

Scholastic, the pioneering force in multi-platform publishing, broke new ground in September 2008 with the launch of *The 39 Clues*, which combined books, collectible cards, and an online game, and was the first series of its kind in the publishing industry. The phenomenally popular franchise maintains a massive global following with readers in all 50 states and 191 countries. There are currently more than 15 million copies in print worldwide for *The 39 Clues* series and more than 2 million registered users for the online game. Scholastic recently announced the expansion of the series with *The 39 Clues: Unstoppable*, a spin-off cycle launching in October 2013. In August 2012, Scholastic also launched *Infinity Ring*, a multi-platform time travel adventure series for readers ages 8-12. Two books in the *Infinity Ring* series have been released to date, both of which are *New York Times* bestsellers.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media. Scholastic creates quality books and ebooks, print and technology-based learning materials and programs, magazines, multi-media and other products that help children learn both at school and at home. The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at www.scholastic.com.

###

Contact:

Charisse Meloto

Executive Director of Publicity for Print & Digital Publishing

Scholastic Inc.

212/389-3785

cmeloto@scholastic.com