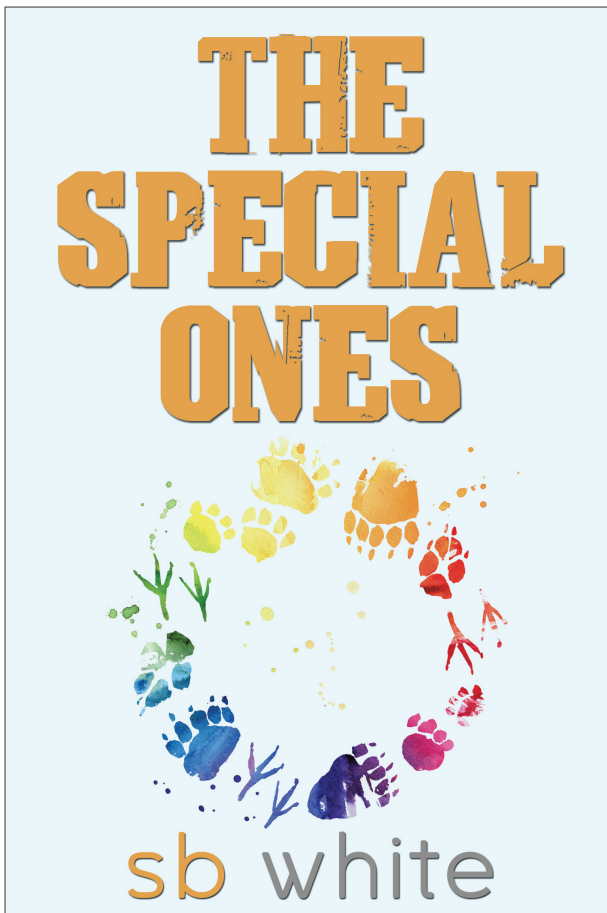


## The Special Ones

*SB White*

Genre: Fiction



### Goal:

Generate interest and awareness for author and grandmother SB White and her book, *The Special Ones* that she wrote along with her granddaughter

### Strategies:

- Targeted Phoenix & Tucson based media and highlighted SB White's local/regional ties timed to the Tucson Festival of Books where she held a book signing
- Targeted national media with focus on fantasy, sci-fi, and young adult books and literature
- Developed custom pitches and leveraged SB White's role as a grandmother who encouraged her granddaughter to help write the book
- Sent copies of the book to reviewers at publications such as *Raising Arizona Kids*, *The Noise*, *J Bronder Book Reviews*, *Story Monsters Inc.*, and more

### Results:

- **195 media outlets** picked up the press release via PRWeb with combined total of more than **200 million** potential impressions
- Secured calendar placements in *The Arizona Republic & Tucson Weekly* for book signing announcement and reviews on blogs such as **Groovin Moms & Night Owl Reviews**

**TUCSON WEEKLY**

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**"The Special Ones" book signing with author S.B. White**

When: Sat., March 11, 1-2 p.m. 2017  
Phone: 480-998-2600  
Email: sbickerson@bridge.com  
Price: General admission is free  
tucsonfestivalofbooks.org

Mesa based author and grandmother, S.B. White, is holding a book signing for her latest young adult sci-fi novel, "The Special Ones" at the Author Solutions booth.

**Tucson Festival of Books**  
UA Mail: 1209 E. University Blvd. Central  
621-2426  
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HISTORY

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SB White's book signing session was included in the Tucson Weekly website's calendar of events.

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**University of Arizona**

Address: 928 E. University Blvd., Tucson, AZ 85724  
Phone: (520) 621-2111  
www.arizona.edu

**S.B. White: The Special Ones**

S.B. White: The Special Ones

Division: Family/Child Services; Special Event; Signing/Readings

Mesa based author and grandmother, S.B. White, will be holding a book signing for her latest young adult sci-fi novel, "The Special Ones" which was a collaboration between her and her granddaughter, at the Tucson Festival of Books. White's signing will take place at the Author Solutions booth.

Event Info: (520) 998-2600  
Agent: At open  
Price: Festival general admission is free; \$20.00 for book

Event Website: [tucsonfestivalofbooks.org](#)

Schedule  
+ Sat 3/11/17 at 1pm-2pm

Map Center

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**NOW OPEN! (8-GOT 2016!) SPECIAL READINGS / SIG**

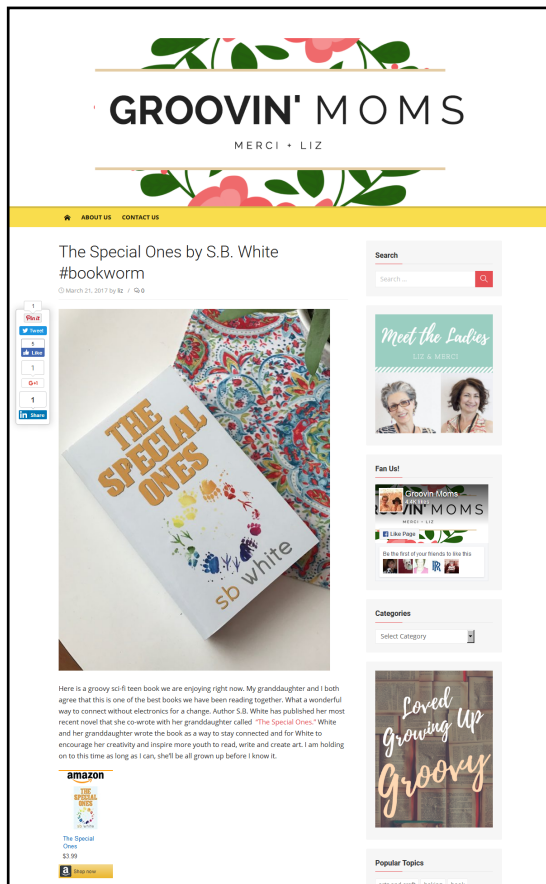
**NOW OPEN!**

Author Solutions

The book signing session was also featured in the Arizona Republic website's calendar of events.

# CASE STUDY

authorHOUSE®



Liz of the Groovin' Moms blog wrote about the book in a blog post.



The book was featured in the book review website Night Owl Reviews.