

For Immediate Release:

RODALE KIDS TO PUBLISH THE STORY PIRATES PRESENT: STUCK IN THE STONE AGE

New York, NY - February TK - Rodale Kids is pleased to announce the acquisition of **THE STORY PIRATES PRESENT: STUCK IN THE STONE AGE**, by New York Times bestseller Geoff Rodkey. Rhea Lyons, Rodale Books Subsidiary Rights Director, made the deal for World rights with Stephen Barbara of InkWell Management in a two-book deal on behalf of the Story Pirates. Geoff Rodkey is represented by Josh Getzler of Hannigan, Salky, Getzler.

Founded in 2004 to celebrate the words, ideas, and stories of young people, the Story Pirates are a nationally recognized media and education organization. In addition to their long-running podcast, the Story Pirates recently completed a five year run of their acclaimed show 'Story Pirates Radio' on SiriusXM, perform in countless schools, festivals and performing arts centers each year, and have been featured and praised by Jon Stewart, Stephen Colbert, John Oliver, Conan O'Brien, and many other actors, comedians, and personalities. A Story Pirates live show is an exciting combination of entertainment and education in which world-class comedians, actors, and musicians take kids' wildest ideas and bring them to life on stage.

For **THE STORY PIRATES PRESENT: STUCK IN THE STONE AGE**, the Story Pirates teamed up with bestselling middle-grade author Geoff Rodkey, of *The Tapper Twins* series, to solicit story ideas from kids. The winning entry came from Tennessee 6th grader Vince Boberski, who imagined a pair of modern-day scientists who are transported back to prehistoric times, where they have to use their wits to face down a myriad of B.C.-era hazards, with only one problem: one scientist, Tom Edison (no relation to *that* Tom Edison) isn't very good at science, and the other, Dr. Morice, isn't very good with people.

But **STUCK IN THE STONE AGE** isn't just a hilarious, sci-fi thriller: it's also designed to help readers learn how to create their own stories. Throughout the book, animated Story Pirates pop up in the margins and invite readers to visit the Story Creation Zone at the back of the book, where they can find out how to bring their own ideas to life.

"We're thrilled to welcome the Story Pirates into the Rodale Kids family," said VP Publisher Gail Gonzales. "The Story Pirates have done so much to help foster imaginative thinking and to encourage creative writing with kids in the schools they visit, and working with them on a book will only help us spread the message even wider."

Said Story Pirates Artistic Director Lee Overtree, "The Story Pirates are always looking for new ways to foster creative collaborations between kids and adults, and we feel incredibly lucky that a bestseller of Geoff's caliber and a 6th grader with an imagination as wild as Vince's are joining forces for our first book. Partnering with Rodale Kids is allowing us to live our dream of creating a fantastic page-turner and innovative creative writing tool at the same time."

Said 6th grader Vince Boberski, "My advice about writing a new story is write whatever comes to your mind. Even if it doesn't make sense, you can use your imagination to make it make sense."

THE STORY PIRATES PRESENT: STUCK IN THE STONE AGE will be published in March 2018. In a few weeks, the Story Pirates will hold a new competition to solicit story ideas that will become the basis for a second book in this series. Visit storypirates.com today to cast your vote to determine the genre for this next book.

About The Story Pirates

The Story Pirates are a nationally respected education and media organization founded in 2004 to celebrate the words and ideas of young people. By pairing world-class teachers with first-rate actors and comedians, the Story Pirates offer a variety of tools to make learning more engaging and effective. Dually based in New York and Los Angeles, the group is best known for the Idea Storm Program, a master-class writing workshop that brings teaching concepts to life, followed by a musical sketch comedy show featuring stories by students and performed by professional artists. The Story Pirates acclaimed programs and professional development services for teachers are in place at over 250 schools from coast to coast.

About Rodale Kids

Rodale Kids, is the children's book imprint of Rodale Inc., the world's leading healthy, happy living company. The first titles will be introduced in Fall 2017 and will feature fun, entertaining, educational, and empowering fiction and nonfiction titles aimed at infants through teens, including picture books, early reader titles, chapter books, how-to nonfiction, gift reference, and Young Adult fitness and self-help.

Rodale Books is the premier destination for the best in wellness content across multiple platforms. Our diverse list of award-winning, bestselling books reflects our mission—to inspire health, healing, and happiness in the world. Our authoritative, conversation-changing titles include former FDA Commissioner Dr. David Kessler's *The End of Overeating*, Jessica Alba's *The Honest Life*, Shalane Flanagan and Elyse Kopecky's *Run Fast Eat Slow*, Vice President Al Gore's *An Inconvenient Truth*, Howard Schultz's *Onward*, Maria Rodale's *Organic Manifesto*, Dave Asprey's *The Bulletproof Diet*, and more. Among Rodale's highly successful series are Thug Kitchen, Wheat Belly, and The South Beach Diet, as well as titles from our world-renowned brands, including *Prevention's* Sugar Smart books, *Men's Health* and *Women's Health* Big Books, *Runner's World* cookbooks, and more.

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