

ABOUT THE

# CHRISTMAS REINDEER FOOD

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## Book Series

While words like “multiculturalism” and “diversity” are hot in the world of early childhood education, it is surprising to learn that just 10% of children’s books in the past two decades have contained any multicultural content at all. As Christmas 2018 approaches, author Nicole Antoinette is proudly standing out like Rudolph’s red nose to put this vital societal issue at the top of every child’s list.

The Christmas Reindeer Food book series is no ordinary children’s book. The series written by a Black American, edited by a White American, illustrated by a Spaniard from Seville, Spain, produced by a Chinese American immigrant includes two bi-racial main characters, and a mixed breed dog. In addition, the book steeped in multicultural lessons and reflections transposes to the real world with the inclusion of ten fun and tangible STEAM activities in each book.

“I wanted to write something that retained all of the hallmarks that young children crave, while breaking new ground with a book that will positively affect the lives of all young readers,” explains the author. “Children will embroil themselves in boundless imagination, cultural empathy and the unique topic of STEAM – the latest and most important integrative educational concept of the last century. And at the end of it, they’ll be able to use their skills as they embark on a series of real world, STEAM-inspired activities.”

For more information on the series, visit the following:

Website: <http://christmasreindeerfood.com>

Facebook: <https://www.facebook.com/christmasreindeerfood>

Amazon - Christmas Reindeer Food (hardcover): <http://a.co/d/cl8S5Ua> (ISBN: 978-1-939761-05-7)

Amazon - Christmas Reindeer Food (Spanish paperback): <http://a.co/d/i7C5jIF> (ISBN: 978-1-939761-43-9)

Amazon - Christmas Reindeer Food Mishap (hardcover): <http://a.co/d/0SS6moh> (ISBN: 978-1-939761-05-7)

Contact Nicole Antoinette at [nicole@nicoleantoinette.net](mailto:nicole@nicoleantoinette.net) for an Author Visit

**WHEN YOU FUSE ALL OF THIS WITH SCIENCE,  
TECHNOLOGY, ENGINEERING, ARTS AND  
MATHEMATICS - IT IS A READING EXPERIENCE  
UNLIKE ANYTHING ELSE OUT THERE!**



### Christmas Reindeer Food Synopsis

On a cold winter day, while looking out the window, 8-year-old Honey becomes curious about how reindeer fly. Her father tells her she will discover the secret if she uses her imagination. Honey's curiosity turns into fear, as she begins to worry about the reindeer traveling to all the homes in the world on Christmas Eve. "What if the reindeer get hungry on the way and they need more food to finish deliveries? What if the snow is too heavy and the reindeer can't see our home? What if..." To calm her down, Honey's mother shows her how to mix special ingredients together for a festive Reindeer Treat to guide them! And now Honey is ready to share her secret with you through a STEM activity included in this book, along with other activities for educational holiday fun.



### Christmas Reindeer Food Mishap Synopsis

One snowy Christmas Eve, Jayla and her sister, Honey, make a big batch of Reindeer Nibbles (Ribbles) and bake animal biscuits. The sisters, along with their father, visit Sweet Olive Farm Animal Rescue to deliver treats for the animals. After arriving at the Farm, Jayla finds herself involved in a new adventure. Her curiosity gets the best of her as she tries to solve a mystery leading down the path to a "long-lost" reindeer. Trouble finds her—and so does the reindeer. Feeling the need to help her new friend, mishaps begin. Jayla and the reindeer are both fun-loving spirits who sometimes become mischievous troublemakers. After they meet, the new friends spend Christmas Eve going from one calamity to the next. By the end of the night, the two learn that their unique ability to create mishaps is, in fact, a delightful quality. They learn to embrace life and all its mishaps.



### Sinopsis de comida de reno navideño

Mientras miraba por la ventana en un día de invierno, Honey, una niña de ocho años, curiosamente pensaba en por qué solamente las aves podían volar. Su padre la animó a usar su imaginación y averiguar la razón por la que los renos también podían volar durante la Nochebuena. Así que Honey decidió iniciar una nueva tradición; Honey y su madre mezclarían ingredientes especiales para ayudar a los renos a encontrar su casa.



## Author Visit

Book Reading  
 Coloring  
 DIY Paint  
 Make a Nutcracker  
 Make a Reindeer  
 Make Christmas Reindeer Food  
 Name and Seek  
 Photos with the Author  
 Q&A with the Author  
 Scavenger Hunt  
 Sing-A-Long  
 Writing Exercise  
 Custom

## Event Ideas

Blog Tour  
 Book Reading  
 Book Signing  
 Breakfast with Santa  
 Feed a Reindeer with Santa  
 Photos with Santa  
 Santa Ride Along  
 Santa Toy Drive  
 Story Time with Santa  
 Meet the Characters Book Party  
 School Assembly  
 Grandparent's Day  
 Skype Visits  
 Holiday Party  
 Birthday Party in a Box  
 Holiday Play



## Three Social Causes

- 1) Adoption and Foster Awareness: The two main characters are adopted. The plan is to use the books to visit Children Shelters throughout the world as a service project by donating books, reading, fundraising, activities, etc.
- 2) Literacy: The plan is to use the books to visit schools throughout the world as a service project by donating books, reading, fundraising, activities, etc.
- 3) Multiculturalism: The Christmas Reindeer Food book series supports multiculturalism. It is written by a Black American, edited by a White American, illustrated by a Spainard from Seville, Spain, produced by a Chinese American immigrant, the two main characters are bi-racial, and the dog Zoey is a mixed breed dog.

## Fundraisers

**Public School Access:** Sponsor a classroom for each student to receive a signed copy of a book. (Includes a \$5.00 per book ordered donation).

**Children's Services/Shelters:** Donate \$5.00 per book ordered to the organization.



## BENCHMARK IDEAS

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### Elf on the Shelf

<https://www.elfontheshelf.com/>

### Multicultural Children's Book Day

<https://multiculturalchildrensbookday.com/>

### Curious City

<https://www.curiouscity.net/blog/>

### Jabberworks

<https://www.jabberworks.co.uk/>

### Colours of Us

<https://coloursofus.com/>

### Stem Education

<https://www.ed.gov/stem>

# WEBSITE REQUIREMENTS

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## GENERAL

Objectives: drive awareness to causes, solicit donors for fundraisers, drive product sales, brand author and books, encourage partnerships, promote literacy, interact with visitors, Increase the number of inquiries via website, book events

Theme: Holiday

Target: K-4th graders, teachers, parent and/or guardians, potential partners

## USER INTERFACE

- Home
- Events
- Blog
- Videos
- Downloads (Teacher, Parents, Children)
- Store
- Freebies
- Activities
- Author Visit
- About
- Contact Us
- Book Reviews
- Subscribe
- Social Media Integration

## BACKEND

- SEO
- Content Management
- eCommerce
- Teacher Login
- Parent or Guardian Login
- Administrator Login
- Customer Relationship Management Integration
- Search engine marketing
- Usability/User experience design
- Social media marketing
- Accessibility
- Mobile



# PRODUCTS

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## CURRENT PRODUCTS

- TuTu
- Reindeer Hair Bow
- Red and Green Bow
- Ponytail Reindeer Hair Bow
- Red and Green Head Band
- Reindeer Antlers
- Reindeer Hair Bow with Head Band
- Christmas Reindeer Food Book (English Hardcover)
- Christmas Reindeer Food Mishap Book (English Hardcover)
- Christmas Reindeer Food Book (Spanish Paperback)
- Bag of RIBBLES (Reindeer Nibbles)
- Tube of RIBBLES (Reindeer Nibbles)

## FUTURE PRODUCTS

- App
- Coloring Book
- Activity Book
- Christmas Cards
- Lesson Plans
- Activity Sheets
- Cookbook
- Apron (Le Sous Chef)
- Plush Toy
- Reindeer Pin
- Reindeer Pin Kit
- Nutcracker Kit
- Bookmarks
- Snowglobe
- Christmas Ornament
- Reindeer Socks
- T-shirt
- Puzzle
- Board Game
- Hand Puppets
- Paper Dolls
- Deer Costume
- Bookmarks
- Activity Sheets

## OLD MARKETING STRATEGY

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Below is the old marketing strategy that wasn't executed:

- Contact schools and other organizations
- Create Sales Forecast
- Create marketing pieces
- Develop Social media marketing strategy for book
- Develop teacher-focused marketing strategy
- Tie book to a cause
- Develop draft packages
- Create Twitter account
- Update Facebook page
- Create YouTube page
- Update Personal Instagram
- Develop a poster
- Produce an instructional aid
- Develop Book Trailer
- Launch Crowdfunding Campaign

Below is a list of FREEBIES available to download:

- Activity Sheets
- Activity Answer Keys
- Honey's Christmas Jingle Sheet Music
- Printable Coloring Book
- Printable Labels
- Scavenger Hunt List
- Stickers
- Honey's Christmas Jingle

### About the Author – Nicole Antoinette, Author



Nicole Antoinette wrote Christmas Reindeer Food on December 25, 2005. Ten years later, she released the book on January 1, 2016. Then on October 15, 2018, she released the sequel Christmas Reindeer Food Mishap.

As a book publisher and author, Nicole Antoinette owns and manages Nicole Antoinette Publishing. She believes writers have an obligation to preserve their thoughts, experiences, creativity, and most importantly, their faith in print, as well as through other forms of media.