

# More advance praise for *My First Reader*:



**"The change from the picture book to the reader format will make [these books] very attractive to teachers, and I like the teaching suggestions included... especially how Laura Robb encourages teachers and parents not to push children to read on their own before they're ready."**  
—April Bedford, University of New Orleans

**"Sized just right for beginners' hands, accompanied by conversation prompts just right for children's discoveries, these national treasures have been called to serve young children's literacy. Fingers will point, voices will join, and children will read."** —Nancy Roser, University of Texas, Austin

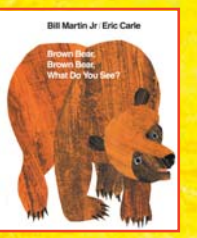
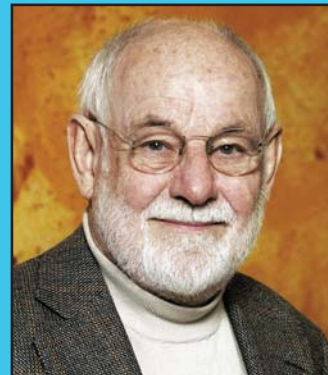
**"This new early reader format creates an even more inviting reading experience for beginning readers. The playful endpapers will get readers identifying animals and colors even before they start reading the text. This new format offers the perfect page-turning dynamic and will carry a child along from start to finish. Once finished, parents and teachers alike will appreciate the extension activities provided. Teachers will be grateful for this format which enlivens a classic and opens up new avenues for using these classics to empower beginning readers."** —Leslie Colabucci, Millersville University of Pennsylvania

**"As "My First Reader" books I found the decision to encourage kids (and teachers and parents) to invite reader participation the perfect tone for Bill Martin Jr.'s books."**  
—Nancy Johnson, Western Washington University



Bill Martin Jr was an elementary-school principal, teacher, writer, and poet, and held a doctoral degree in early childhood education. Eric Carle's many innovative books have earned him a place in the canon of classic children's literature. Their four books together remain popular with teachers and parents and display an enduring ability to speak directly to children.

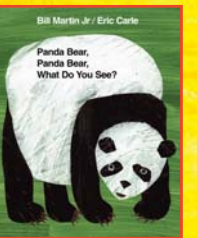
Paul Shoul



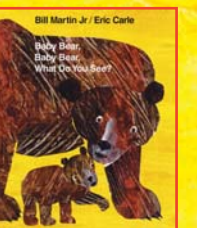
**Brown Bear, Brown Bear, What Do You See?**  
ISBN: 978-0-8050-1744-1 (HC)  
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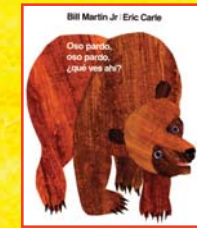


**Baby Bear, Baby Bear, What Do You See?**  
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# The Complete Bear Collection

**Over  
14 Million  
Bear Books  
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## Macmillan Audio Versions:



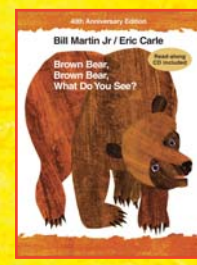
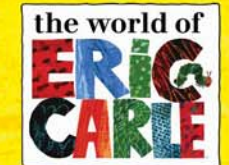
**Brown Bear and Friends Audio**  
ISBN: 978-1-4272-0324-3 (CD)  
\$14.95/\$16.95 CAN



**Brown Bear, Brown Bear, What Do You See? Book and CD Set**  
ISBN: 978-1-4272-0726-5 (TP and CD)  
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**Polar Bear, Polar Bear, What Do You Hear? Book and CD set—**  
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ISBN: 978-1-4272-0728-9 (TP and CD)  
\$9.99/\$11.99 CAN

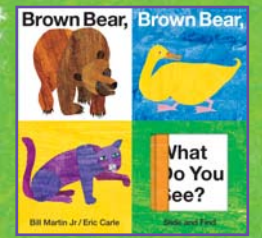


**Brown Bear, Brown Bear, What Do You See? 40th Anniversary Edition**  
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## Coming in Fall 2010 From Priddy Books



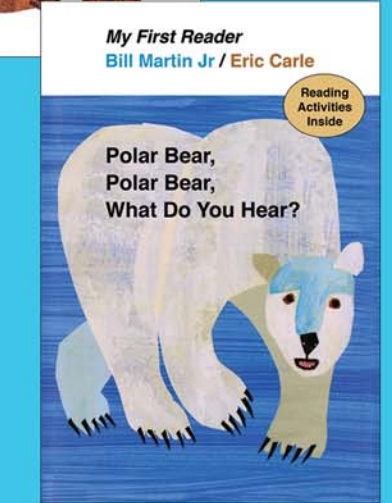
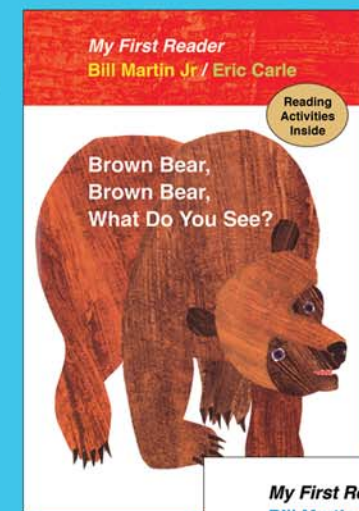
**Brown Bear, Brown Bear, What Do You See?: Slide and Find**  
978-0-312-50926-2  
\$12.99 US/\$14.99 CAN  
Cover not final

**H** Henry Holt Books for Young Readers  
An imprint of Macmillan Children's Publishing Group  
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# My First Reader Bill Martin Jr / Eric Carle



## INTRODUCING BILL MARTIN JR AND ERIC CARLE'S BEGINNING READERS







Dear Friend,

*Brown Bear, Brown Bear, What Do You See?* began on a train ride in 1966 when the title phrase popped into Bill Martin's head. Later, he spotted an illustration of a red lobster in a magazine and contacted the creator to ask if he would illustrate his poem. Eric Carle's career as a children's book illustrator—along with a life-long collaborative friendship with Bill—was born! Since then *Brown Bear* and the three companion titles, *Polar Bear, Polar Bear, What Do You Hear?*, *Panda Bear, Panda Bear, What Do You See?*, and *Baby Bear, Baby Bear, What Do You See?* have gone on to sell 14 million copies worldwide.

While these books have held an unmistakable sway over toddlers and preschoolers, the same bold graphics and repetitive, rhythmic text have made them equally popular with children newly learning to read. And as teachers know better than anyone else, Bill's positive, holistic approach to reading was just the inspiration beginning readers needed. Here was a grown-up who believed in them and had faith in their emerging abilities. So how fitting that a book that first found acceptance through a groundswell of support from teachers is at last available in a beginning reader format. Or as Bill was known to say:

*This book will help you know what you already know about reading but perhaps didn't know that you already knew!*

Laura Godwin  
Vice President and Publisher  
Henry Holt Books for Young Readers



**New  
Features**

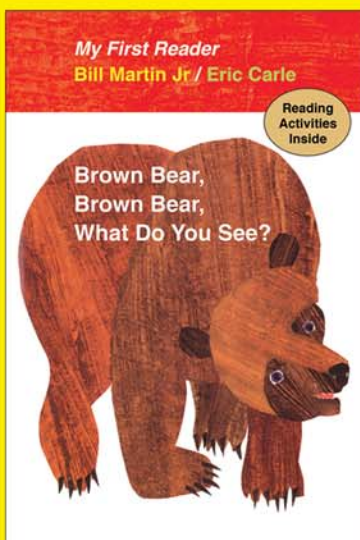
- **Perfect Trim Size for Newly Independent Readers**
- **Stunning New Endpapers**
- **Laura Robb's Tips for Helping Children Learn How to Read**
- **Reading Activities Included**
- **Only \$8.99 US / \$10.99 CAN!**

## Series Publication Schedule

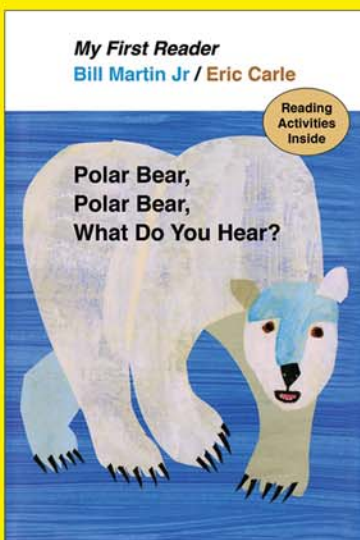
**Fall 2010**



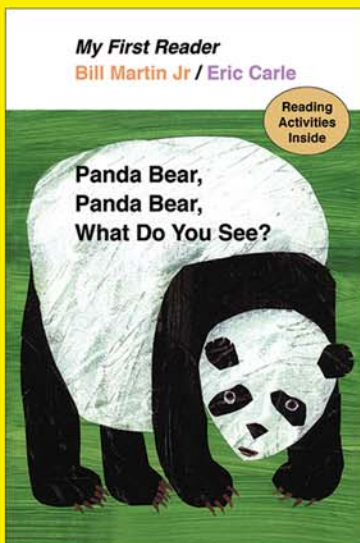
**Winter 2011**



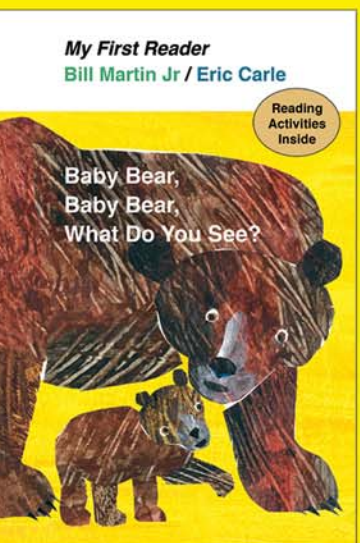
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978-0-8050-9292-9 (POB)  
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978-0-8050-9291-2 (POB)  
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## Marketing

- **National Publicity Campaign**
- **Downloadable "I read this book all by myself" certificate program in conjunction with ad plans and offered to accounts**
- **Feature in "Macmillan Extra" e-newsletter**
- **National consumer advertising campaign targeting parents and teachers**

**The internationally bestselling Bear books are now in a new format for beginning readers!**

**Picture Book Format**

**Reader Format**

**New positioning of original text and illustrations**

## New Reading Activities!

What color words can you read?

brown  
red  
yellow  
blue  
green

Can you match the words to the colors?

purple  
white  
black  
gold

What animal names can you read?

polar bear  
lion  
hippopotamus  
flamingo  
zebra

Can you match the words to the pictures?

boa constrictor  
elephant  
leopard  
peacock  
walrus



**Why You Need the New Bear Readers:  
A Note from Educator  
and Reading Consultant **Laura Robb****

Dear Friend,

You've read *Brown Bear, Brown Bear, What Do You See?* to preschool and kindergarten children again and again. For generations, children have responded enthusiastically to the simple, rhythmic text and bold animal collages.

Now here are the same appealing text and striking illustrations, carefully redesigned to meet the needs of children who are in the early stages of learning to read. While the original text and illustrations are unchanged, their positions on the page and the actual page turns themselves are reformatted to make the early steps in reading accessible to beginners.

This juxtaposition of text and art is crucial in helping young readers use picture clues to find and say each animal's name—an important step in learning to read. In addition, as children practice using the text's repetition and art, they build a sight-word vocabulary. Sight words and the repeated, patterned questions and answers combined with the art are important factors that help children to read on their own. Using these learning-to-read strategies, they have the tools to reread independently with expression and fluency.

These sensitively redesigned early readers will not only help to make possible a child's first reading experience, it will also provide that child with a lifelong appreciation of beautiful words and art.

Laura Robb

Laura Robb, author of bestsellers *Teaching Reading in Middle School* and *Teaching Reading in Social Studies, Science, and Math*, and many other professional books, is a 43-year veteran of the classroom. She is a teacher, a consultant, and a sought-after speaker who leads professional development workshops throughout the country. Readers of *Instructor* magazine recently voted Robb one of the 20 most influential educators in the country.

