

Sourcebooks Announces New Imprint Based on Bestselling Regional Book Series

Hometown World Marks Evolution of Kids Local Book Program from Seasonal to Year-Round



(CHICAGO – April 22, 2021) – Leading independent publisher Sourcebooks is adding the Hometown World imprint to its Sourcebooks Kids publishing program. The bestselling regional books series, which has sold more than 9 million copies since it was launched in 2012, will be expanded from a seasonal to a year-round program.

“Home has taken on a whole new meaning for all of us this year,” said Nicky Benson, Sourcebooks publishing manager for customized and proprietary. “With that in mind, we really wanted to create a series of books that could speak directly to the hearts of kids and their parents. Hometown World books will do just that, by incorporating a fun sense of local alongside bright, happy illustrations. We cannot wait for readers to see just how adorable these books are! Home really is where the heart is, and this entire program is all about heart and home.”

Sourcebooks has invited some of its bestselling and beloved children’s book authors to take part in the new Hometown World imprint. This includes *USA Today* bestselling author Sandra Magsamen, whose *ABCs Of Home* series will launch in August 2021 with 12 different titles in which the ABCs and your favorite city or state come together in one delightful book.

“This series is near and dear to my heart,” said Magsamen. “Each book invites young readers to explore and discover awesome and meaningful landmarks and locations throughout our beautiful country! What makes America so amazing are the people, foods, celebrations, and traditions that we have created together. I can’t wait for you and your little ones to start your adventure across America together with each book!”

Hometown World will republish nine titles from award-winning children’s nature book publisher Dawn Publications, which Sourcebooks acquired in 2020. Nine titles will be updated with new covers and refreshed internals led by the beloved counting and rhyming series, *Our World, Our Home*, with titles including *Over in the Ocean*, *Over in a River*, *Over in the Forest*, *Over on a Mountain*, *Over in the Grasslands*, *Over on a Desert*, *Over in the Arctic*, *Over in the Jungle* and *Over on the Farm*. Dawn Publications books have sold more than 100,000 copies to date.

In this expanded, year-round program, each month will be anchored with a seasonal moment and include new series at multiple price points and formats, along with rotating holiday moments including Halloween, Christmas, Valentine’s Day, and Easter. This fall will feature a complete relaunch of the *A Halloween Scare In* series. Merchandising options include Hometown World branded displays in a variety of sizes that will give every retailer the opportunity to display the series throughout the year.

“Now, more than ever, our homes and communities are central to our lives,” said Dominique Raccah, Sourcebooks Publisher and CEO. “Hometown World will take kids on a magical journey through all the local places they know and love. Creating lifelong readers connected to their roots, Hometown World is a must for every child’s bookshelf.”



Other new series include *My Baby Locale*, which celebrates all the places where baby lives, learns, loves, and plays, and will debut with eight titles including *My City Baby*, *My Lake Baby*, *My Beach Baby*, *My Country Baby*, *My Burb Baby*, *My Mountain Baby*, *My American Baby*, and *My Bookstore Baby*. Whether you live in the city or the suburbs; in the mountains or the country; by a lake or by the beach; adorable illustrations and delightful rhyming text will bring your baby's world to life.

The new imprint will be featured on HometownWorld.com. For orders, and other sales and merchandising questions, contact sales@sourcebooks.com.

About Sourcebooks

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds and have been honored with hundreds of national bestsellers and awards. We are home to enthusiastic, book-loving employees who are dedicated to connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit sourcebooks.com for more information.

MEDIA CONTACT: Liz Kelsch
Director of Marketing – Sourcebooks
liz.kelsch@sourcebooks.com

MAIN. 1935 Brookdale Road | Suite 139 | Naperville, IL | 60563 | 630.961.3900
NY. 232 Madison Avenue | Suite 805 | New York, NY | 10016 | 212.414.1701
CT. 18 Cherry Street | Suite 1W | Milford, CT | 06460 | 203.873.9803
AZ. 4014 North Goldwater Boulevard | Suite 201 | Scottsdale, AZ | 85251 | 800.421.3976

BOOKS.
CHANGE.
LIVES.