



# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

## **Sourcebooks and March 4th Announce Strategic Partnership New Venture Will Significantly Expand Sourcebooks Jabberwocky's Nonfiction Program**

January 12, 2017—In a deal announced this morning, Sourcebooks has acquired from March 4th all publishing rights for Little Pickle Press, best known for creating books that relate meaningful, complex concepts to children, including the bestselling and award-winning picture book *Your Fantastic Elastic Brain* by author JoAnn Deak, Ph.D. and illustrator Sarah Ackerley, which has sold more than 250,000 copies, and a multi-award-winning series that includes *What Does It Mean To Be An Entrepreneur?®* and *What Does It Mean To Be Kind?®*

Since founding March 4th (formerly, Little Pickle Press) in 2009, Rana DiOrio has sought to create products that inspire character development—traits such as kindness, honesty, bravery, and patience—in young people, and to do so in a socially and environmentally friendly manner. In addition to Deak, Little Pickle is the publisher of a number of bestselling authors, including Shawn Achor, Elizabeth O. Dulemba, and Coleen Murtagh Paratore. Many of the company's titles are multiple award winners, and in 2014 Foreword Reviews named Little Pickle Press Independent Publisher of the Year. In 2015, Little Pickle expanded into the middle grade and young adult markets.

“We are thrilled to partner with Sourcebooks! Dominique and her team embody so many qualities we admire—professionalism, entrepreneurialism, and kindness,” said DiOrio. “We couldn't have wished for a better partner in furthering our mission to inspire character development in young people, and we are excited by the tremendous potential made available by our shared vision for the future.”

Kelly Barrales-Saylor, who joined Sourcebooks as editorial director for children's nonfiction in June 2016, has been working to quickly build its children's nonfiction program, which has already seen great success with titles like *This Book Is Gay*, *Dear Nobody*, and the *New York Times* bestselling *Poetry Speaks to Children* series.

“I could not think of a more natural fit than adding Little Pickle Press to our growing children's business,” said Barrales-Saylor. “Rana's mission to create books for a better world perfectly syncs with the Sourcebooks vision that books change lives. Little Pickle provides us with the opportunity to partner with a remarkably talented entrepreneur, as well as significantly expand our offering of books that inspire, encourage, and teach young readers.”

Little Pickle Press will live as an imprint under Sourcebooks' Jabberwocky brand, the company's children's imprint. The acquisition includes about twenty-five frontlist and backlist titles, which will be available through Sourcebooks beginning February 1. March 4th will work with Sourcebooks to seek out and generate new projects for the Jabberwocky and Little Pickle Press imprints, with new



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titles to come as soon as spring 2018. DiOrio will continue to run March 4th, Inc., with a focus on creating and acquiring content and developing video, film, and merchandise strategies in support of Sourcebooks and other partners.

“There are opportunities for creating momentum and real change in this industry by having publishers band together to better support booksellers and authors,” added Dominique Raccah, CEO and publisher of Sourcebooks. “I’ve greatly admired Rana’s work for years. She has created something really extraordinary, and I am tremendously excited to join efforts with March 4th and the very talented Little Pickle Press authors.”

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**About Sourcebooks**

Sourcebooks is creating the next evolution of a book publishing company. We are committed to innovative publishing, to exploring every platform and creating breakthrough models. We truly believe that books have the power to touch people and change lives. Sourcebooks is home to 120 enthusiastic book-loving employees who are dedicated to finding new ways to connect with authors, readers, and ideas. We publish over 300 new titles each year, and are honored to have 67 *New York Times* bestsellers. Sourcebooks’ ecommerce businesses include Put Me In the Story, the #1 personalized books platform, Simple Truths, and 1-2-3 Magic Parenting. In 2016, Sourcebooks CEO and publisher, Dominique Raccah, was named PW Person of the Year and BISG Innovator of the Year. Sourcebooks is proud to be one of the largest woman-owned book publishers in the country. Visit [www.sourcebooks.com](http://www.sourcebooks.com) for more information, and check out the [Sourcebooks blog](#).

**About March 4th**

March 4th, Inc. (formerly, Little Pickle Press, Inc.) creates, acquires, and leverages intellectual property into stories and characters that are brought to life through books, Ebooks, videos, films, merchandise, EdTech platforms, and augmented reality apps for young people. Striving to be the change it seeks in the world, March 4th has been a Certified B Corporation since 2010 and has earned Best For The World distinction three times and Best For Workers distinction twice. Visit [www.march4thinc.com](http://www.march4thinc.com) to learn more.

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