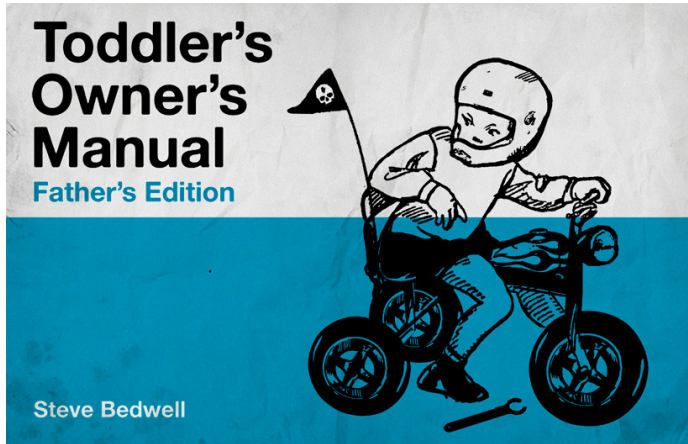


THE TODDLERS OWNERS MANUAL



ISBN: 978-1-925017-19-9

CATEGORY: Humour

FORMAT: 134mm x 208mm

(Landscape), 128pp, printing 2c x 2c, black line
Illustrations

BINDING: Perfect Bound

PUBLICATION DATE: August 2014

RIGHTS SOLD: None

PRICE: AUD \$19.99

SUMMARY

A humorous operating guide for fathers, *The Toddler Owner's Manual* is sure to bring a smile to any dad's face. Written by a man for men, this book likens a toddler to the other love in a man's life, not his wife his car. This companion piece to the successful *Baby Owner's Manual* is also packaged in the form of a retro car manual.

This essential handbook covers the difficult ownership period of your Mother Nature Heavy Industry child from 18 months to three years. This out of warranty period can be difficult and the manual will help fathers navigate such vexing stages as solid food consumption, child self waste disposal training, tentative first steps as well as long term servicing and immunisation issues and maximising the usefulness of your toddler. This is a must have book for any father facing the challenges of a rapidly developing 'little human.

SELLING POINTS

- Perfect gift book for fathers and fathers-to-be
- Follow-on book of the highly successful *Baby Owner's Manual* from the same author that brought you *Holden vs Ford: The cars, the culture, the competition*
- Packaged as a retro 1950s/60s car manual, with images to match text humour
- Humorous, laugh-out-loud writing

AUTHOR & PUBLICITY

PUBLICITY

Toddler Taming Manual – Expected Publicity

Magazines: Features & reviews in Practical Parenting, My Child, Totline, Pakmag, SA Kids, Coast Kids, Sheila, Kids on the Coast, Offspring, Nurture Parenting, Mother & Baby, Coles Baby & Toddler Club, Australian Women's Weekly, Men's Health, Men's Fitness, Maxim, Street Machine, Top Gear, Wheels, Motor, 4X4, Just Cars, Woman's Day, New Idea, That's Life, Mediaweek, Good Health, Mining Life & Living, OUTThere

Newspapers: Parenting, motorsport & entertainment sections of newspapers including The Daily Telegraph, Herald Sun, The Sunday Times, The Advertiser, The Age, Sydney Morning Herald, The West Australian, The Courier Mail, The Australian, & regional newspapers nationally.

Radio: Strong radio interview coverage across ABC Radio National's Life Matters, Qantas Inflight Radio, ABC Radio NSW, VIC, QLD, TAS, NT, SA, WA and major talkback nationally on parenting & motorsport shows – 2GB, 2UE, 2CA, 3AW, MyMp, 6PR, 4BC, FiveAA, SEN

TV: Author is excellent media talent and interviews will be sought on Channel 7's Sunrise, The Morning Show & The Daily Edition, Channel 9's Today & Mornings, Channel 10's Wake Up & Studio 10, ABC TV's Breakfast, ABC 24's Weekend Breakfast and Sky News.

AUTHOR INFORMATION

AUTHOR: Steve Bedwell **LIVES:** Melbourne, Australia

Written by Steve Bedwell, bestselling author of the 2009 hit book Holden Vs Ford, who loves his cars and could not help but write a witty gift book for fathers and their partners, a humorous laugh-out-loud introduction to the chaotic world of parenting. Steve Bedwell is a comedy writer, television host, a radio personality, author, producer, ARIA nominated recording artist, comedian AND a father of two.

Currently a regular panelist on Australian talkback radio, Steve is also a regular opinion panelist on Australian national TV. He is the author of Suburban Icons: A celebration of the everyday (1992), Vizard Uncut (2007) and the bestselling Holden vs Ford (2009), Baby Owner's Manual, Naughty Number Plates.

