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## **SCARE YOURSELF SILLY! INTERNATIONAL #1 BESTSELLING AUTHOR JEFF KINNEY LAUNCHES SPOOK-TACULAR DRIVE-THRU BOOK TOUR**

*Diary of a Wimpy Kid* author brings frights and delights in a socially distanced tour for Rowley Jefferson's *Awesome Friendly Spooky Stories*, the latest book in his *Awesome Friendly* series

New York, NY (March 1, 2021)—Amulet Books, an imprint of Abrams Children's Books, announced today Jeff Kinney's "**Rowley's Spooky Drive-Thru Tour**," timed to the publication of his new novel *Rowley Jefferson's Awesome Friendly Spooky Stories*. Releasing in the United States on March 16, 2021, in hardcover, ebook, and audio editions with 28 foreign editions to follow, *Rowley Jefferson's Awesome Friendly Spooky Stories* is written from Rowley Jefferson's hilariously unhinged viewpoint. This is Kinney's first book of short stories, in which readers will meet mummies, ghosts, zombies, the Headless Horseman and his lesser-known friend the Human Head, and a myriad of other ghoulish characters in 14 comically terrifying tales.

Kinney and ABRAMS have engineered a socially distanced and hair-raisingly innovative tour like no other: a scare-yourself-silly themed drive-thru event that brings Rowley's spooky stories to life. Traveling in a wrapped "Rowley's Spooky Drive-Thru Tour" van, Kinney will partner with 12 bookstores in 11 cities throughout the Southwest to host drive-thru events following COVID-19 guidelines. Families will drive through and follow beloved characters Rowley and Greg as they explore spooky Snake Road; encounter spiders, zombies, and bats; and reach the final moment when Kinney will personally deliver children their signed copies of *Rowley Jefferson's Awesome Friendly Spooky Stories* from the grave using a six-foot cemetery shovel. For details about Rowley's Spooky Drive-Thru Tour, please visit [WimpyKid.com/appearances](http://WimpyKid.com/appearances).

Kinney will visit bookstores including:

- Book Bar and Tattered Cover in Denver, CO
- Boulder Book Store in Boulder, CO
- Barnes & Noble in Fort Collins, CO
- Wind City Books in Casper, WY
- Sidekicks Book & Wine Bar in Rock Springs, WY
- The King's English Bookshop in Salt Lake City, UT
- Book Bungalow in St. George, UT
- Writer's Block in Las Vegas, NV
- Bright Side Bookshop in Flagstaff, AZ
- Changing Hands Bookstore in Phoenix, AZ
- Mostly Books in Tucson, AZ

"One of the most important things about being a children's author is to connect with your fans, but of course COVID-19 has made that a challenge. I'm proud to be touring in a way that's safe and engaging, and will create a lasting memory for fans of the series, as well as their parents, siblings, grandparents, and pets that come along for the ride. It's gratifying to see people laughing and smiling in challenging times," said Kinney.

*Rowley Jefferson's Awesome Friendly Spooky Stories* is the third book in the *Awesome Friendly* series written from the perspective of the undauntedly cheerful and "Awesome Friendly" Rowley Jefferson, the best friend of the *Diary of a Wimpy Kid* protagonist Greg Heffley. *Rowley Jefferson's Awesome Friendly Adventure* was published in August 2020 and *Diary of an Awesome Friendly Kid* in April 2019; both books immediately reached the top of the *New York Times*, *USA Today*, and *Wall Street Journal* bestseller lists.

Jeff Kinney is one of the world's bestselling authors; *Diary of a Wimpy Kid* books are published in 78 editions in 65 languages and have sold more than 250 million copies globally in just 13 years. Published in 2007, the first *Diary of a Wimpy Kid* book was an instant bestseller and has remained on the *New York Times* bestseller list since its publication and through the release of the fifteenth book for more than 747 weeks total. The series is also a fixture on



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the *USA Today*, *Wall Street Journal*, *Publishers Weekly*, and IndieBound bestseller lists and is one of the top-five bestselling book series—adult and kids—of all time.

### **About the Author**

Jeff Kinney is a #1 *New York Times* bestselling author and a six-time Nickelodeon Kids' Choice Award winner for Favorite Book for his *Diary of a Wimpy Kid* series. Jeff has been named one of *Time*'s 100 Most Influential People in the World. He is also the creator of Poptropica, which was named one of *Time*'s 50 Best Websites. He spent his childhood in the Washington, D.C., area and moved to New England in 1995. Jeff lives with his wife and two sons in Massachusetts, where they own a bookstore, An Unlikely Story. For more about *Wimpy Kid* visit [wimpykid.com](http://wimpykid.com).

### **About ABRAMS**

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative non-fiction and new works of fiction for adults; children's books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Abrams Image; Abrams Press; The Overlook Press; Cernunnos; Cameron + Company; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and a gift and stationery line, Abrams Noterie. ABRAMS also distributes books for Blackwell & Ruth, Booth-Clibborn Editions, Alain Ducasse Édition, Getty Publications, Lucky Spool, The Museum of Modern Art, Obvious State, SelfMadeHero, Tate Publishing, V&A Publishing, and The Vendome Press.

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