



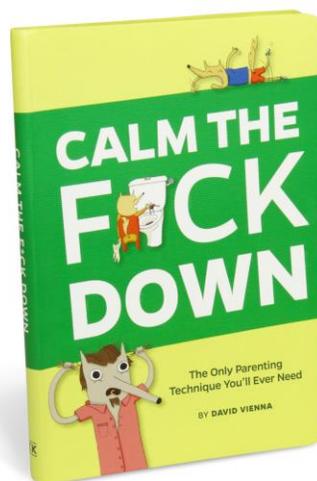
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KNOCK KNOCK PUBLISHES *CALM THE F*CK DOWN*—THE ONLY PARENTING TECHNIQUE YOU’LL EVER NEED—AUTHOR DAVID VIENNA’S BOOK INSPIRED BY VIRAL BLOG POST

VENICE, California, Jan. 15 2015—

Today, Knock Knock, publisher of witty gifts and books, announced the release of [Calm the F*ck Down](#)—author David Vienna’s parenting handbook inspired by his [viral blog post](#). *Calm the F*ck Down*, subtitled “The only parenting technique you’ll ever need,” offers the over-anxious mom and dad a reason to relax, assuring that whichever way you choose to parent—your child will be fine. *Calm the F*ck Down* includes advice from actual experts and blends authoritative and humorous in equal parts on par with David’s parenting blog, [The Daddy Complex](#).



“*Calm the F*ck Down* has been described as the ‘anti-parenting method’ and I think there’s something to that,” Vienna said. “The book isn’t so much about a list of things you need to do to parent well, but rather a reason you don’t need a list.”

Publisher of the bestselling title [How to Traumatize Your Children](#), Knock Knock’s acquisition of *Calm the F*ck Down* was an easy choice.

“Two or three sentences into the proposal, I knew we had to have the book. The concept is hilarious, but it’s also genuinely helpful and incredibly relatable,” Erin Conley, Knock Knock’s Managing Editor, said. “David’s voice is so appealing. *Calm the F*ck Down* is just a really smart, really funny read. We all fell in love with it.”

*Calm the F*ck Down* will hit shelves in select retailers, booksellers, and gift boutiques in the U.S., Canada, and the UK in March 2015. It is also available for purchase online at knockknockstuff.com in early February 2015.

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About Author David Vienna

David Vienna began his post-college career as a journalist, before transitioning to writing for reality television which suited him well because he could do it at home—and without pants. After the birth of his twin sons, Wyatt and Boone, he started a parenting blog called [The Daddy Complex](#). Gaining attention for his raw and humorous take on the challenges of fatherhood, the site earned him a spot on Babble’s Funniest Blogs list three years in a row and The Daily Beast named his Twitter account [@thedaddycomplex](#) a Beast Best. David will also be speaking at the 2015 Dad 2.0 Summit in February. He loves his wife and kids, E.L.O., ’70s horror films, Philly cheesesteaks, and napping.

For more information, visit www.davidvienna.com.

About Knock Knock

Former book editor Jen Bilik founded Knock Knock in 2002 with the mission of creating interesting, smart, well-designed gift and stationery products that brought an editorial, humorous sensibility to non-book formats. In 2007, Knock Knock decided book formats weren’t so bad after all and began publishing them, including bestselling series such as [Lines for All Occasions](#), [100 Reasons to Panic](#), and [Fill-in-the-Blank Journals](#).

For more information, visit www.knockknockstuff.com.