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**KNOCK KNOCK PUBLISHES *99 PICK-ME-UPS FOR NEW MAMAS*
AND *THE PREGNANCY BOOK FOR MEN***

Acquiring a total of 8 titles by Netherlands publisher Uitgeverij Snor since 2013

VENICE, California, Feb. 6, 2015—Knock Knock, publisher of witty gifts and books, released [*99 Pick-Me-Ups for New Mamas*](#) in their Spring 2015 signature line, following the release of [*The Pregnancy Book for Men*](#) in Fall 2014. Knock Knock has now translated 8 titles into English from its original Dutch versions by Netherlands publishing house [Uitgeverij Snor](#), including *99 Pick-Me-Ups* and *The Pregnancy Book for Men*.

99 Pick-Me-Ups for New Mamas, written by [Elsbeth Teeling](#) in collaboration with Gerard Janssen and illustrated by Studio Pomp, is a lighthearted gift book packed with 128 pages of encouragement as new moms adjust to the trials, tribulations, and unrelenting chaos of life with a tot. *99 Pick-Me-Ups* features cheerful phrases, funny illustrations, and 5 postcard pick-me-ups. This book, originally titled *Relax Mama*, is available in Dutch, French and German.

“There is so much pressure these days to be a supermom and not admit that parenthood often feels chaotic,” Hetzer said. “This book offers moms a salve to the stresses of caring for a newborn.”

The Pregnancy Book for Men, written by [Gerard Janssen](#) and illustrated by [Job, Joris en Marieke](#), turns the table on prenatal moms-to-be books and offers an easy-to-digest, week-by-week guide for expecting dads. Urbane and funny, the 144-page paperback offers specific guidance throughout the forty-week pregnancy, using whimsical and fun illustrations while not shying away from reality (“Week 28: If you once believed that pretty girls poop glass marbles and never fart or burp, you’ve probably learned a lot by now.”). Originally published in Dutch, *The Pregnancy Book for Men* is also available in French and German.

“*The Pregnancy Book for Men* is a different take on a common subject,” Craig Hetzer, Knock Knock publisher, said. “It is real information presented in an entertaining way.”

Knock Knock CEO Jen Bilik and Hetzer met Uitgeverij Snor founders Claudette Haikes and Annemarieke Piers at the Frankfurt Book Fair in October of 2012,

finding common ground in both brands' humorous and irreverent sensibilities. Other titles Knock Knock acquired from Uitgeverij Snor center around positive gifts for the mom, dad, and child, including [Voucher Book for Women](#), [In the Backseat: An On-the-Road Vacation Fun Book](#), [Cheerful in 100 Days](#), [Dear Mom Activity Book](#), [Dear Dad Activity Book](#), and the upcoming title, *Little Philosopher, Big Questions*, available in March.

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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.

About Uitgeverij Snor

Founded in 2006 by Claudette Haikes and Annemarieke Piers, Netherlands publishing house Snor creates book to push people into a more cheerful direction by giving them beautiful, funny and sunny books to read. With a name based on the Dutch proverb that says if something is "Snor" (moustache) it must be alright, Snor's main goal is to make the world a happier and colorful place, and bringing a moustache to your face.

For more information on their bestselling titles, including *Relax Mama, Daughters!*, and Soup Calendar, visit www.uitgeverijsnor.nl.