

PRESS KIT 2023

Loodor



ABOUT THE AUTHOR

With a career spanning 20+ years, **Summer Nilsson** is a bestselling author, entrepreneur and CEO. Summer is nationally recognized for building global brands and developing purpose-driven partnerships and campaigns that change narratives. Summer has also represented the biggest names in publishing, fashion and the arts, including *People*, *Food Network Magazine*, *ELLE*, *Who What Wear*, *House Beautiful*, Brandon Maxwell, among others. Summer serves on the National Advisory Council for Girls Inc. and the marketing board for the AT&T Performing Arts.



I was raised in a small town in East Texas called Daingerfield. From an early age, I developed a deep appreciation for animals and nature. Although my career led me to the city, my heart never left my hometown roots. It was while visiting East Texas years later that I rescued my cat, Grey, from the side of the road. She was five weeks old at the time. This serendipity in meeting Grey planted the seed to create Grey's fictional story through the Loodor Tales Series.

Storylines are designed for cross-over adaptation into games, EdTech, film/tv series, toys, and more. As an author, my goal is to communicate a message of positivity. I hope to encourage younger generations to defy the odds and chase their dreams. In a world of constant chatter, I believe it is our duty to reinforce the importance of inclusivity, connection and kindness.

I prioritize opportunities to present a diverse cast of characters that ensure all audiences see themselves in the humanized animal tales.





ABOUT LOODOR



Loodor develops award-winning, original content to invoke thought, fuel connection, and reinforce kindness among tweens and teens. The Loodor Tales Series targets youth with storylines to instill self-worth and support mental health. The bestselling series launched with *The Land of the Pines*, and sequel, *The Land of the Strays*. Told through the lens of animals, the series engages audiences of all ages in a fantasy world filled with adventure, life lessons, and cross-over humor.

OUR MISSION

Help younger generations reach their full potential

Support mental health among today's youth

W H A T ' S I N A N A M E ?

WHY LOO?

Loo represents the individual. There is an old card game called the Loo, where players gamble to win a trick. Like Loo, we all start with the cards we're dealt. Life is a game of choices and lessons. We gamble on the path we choose to take, which is often curved by the loop of consequence. It is through this journey that we discover our inner strength. This strength is the trick to attaining our authentic voice and becoming our best selves.

WHY DOR?

The dor is symbolic of our universal connection to one another. We can shape another person's day with a simple smile, compliment or gesture. You never know the impact you will make in someone's life through basic kindness. We hope to instill this mindset and encourage readers to live life with intention. Through empathy and grace, we achieve collective success.

OUR PURPOSE



We live in a digital world that enables communication among peers from all parts of the globe. It supports a seamless existence where touch points are intertwined. We engage with an all-access pass, knowing that admission isn't free. The price we pay delves into the deepest layers of our psyche. We surrender to the permanence of digital documentation. Then we agree to receive unfiltered feedback from strangers while vying for their validation. We oftentimes sacrifice self-worth for shares in a computer-generated storyboard that will forever alter future generations.

For over two decades, I have built global brands alongside the best media and marketing minds in the country. I've launched national magazines, campaigns, apps, personalities, products and partnerships. As a marketing veteran, I have no issue living and creating in a digital world. As an advisor and mentor, my concern lies in the lack of awareness among youth as to the permanent nature of their profiles.

This is a space where photos write resumes and comments can make or break one's self-esteem. Kids must be educated about the professional ramifications of their footprint, as well as the very real consequences of their comments. There is no delete button in a data-driven universe.

Eighty-seven percent of American teenagers own an iPhone. Fifty-five percent of cyberbullying victims are between the ages of 14 and 15. One in three teenagers have said they were the victim of online bullying. Only one in 10 teen victims report abuse. Young people who experience cyberbullying are at a greater risk for self-harm and suicide.

The American Academy of Pediatrics (AAP), American Academy of Child and Adolescent Psychiatry (AACAP) and Children's Hospital Association have declared a national emergency in children's mental health. Citing the AAP, emergency visits for suspected suicide attempts increased 51% among girls ages 12-17 years in early 2021 compared to the same period in 2019.

For these reasons, and many more, I created Loodor. Teenagers are difficult to engage outside of their social network. It's a nonstarter if the presentation and content aren't deemed "cool". The Loodor Tales Series integrates premium design, multi-dimensional characters, and cross-over humor to deliver life lessons and address complex topics including ego, mind chatter, false narrative, and imposter syndrome.

The Loodor Tales Series has been called "Purpose-Driven". The purpose of the series is to instill self-esteem and encourage empathy among kids. By 2025, Gen Alpha will account for almost two billion of the world's population.

There was a time when one's purpose defined the very core of their character. Not likes or shares. Purpose.

Summer Nilsson

(Source: APnews, Statista, Cyberbullying Research Center, American Academy of Pediatrics, How-To-Geek, ASPCA, One Green Planet)

“

The Land of the Strays imparts critical life lessons on readers of all ages, using layered characterizations to instill self-confidence and empathy at a time when younger generations need it most.

Jennifer Levene Bruno

Hearst SVP, Group Publishing Director
Elle Décor, House Beautiful, Veranda

“

Nilsson’s second book proves that this promising new author is no one-hit wonder. *The Land of the Strays* is a classic in the making that no childhood library should be without.

Naomi Rougeau

Senior Fashion Features Editor
ELLE Magazine

PRAISE FOR LOODOR TALES

“

The Land of the Strays is a poignant story filled with incredible imagery which automatically encourages the reader to look within to see and hear the wondrous uniqueness and power inside themselves and each other. It is through listening that we learn to see things differently.

Dr. Luci Higgins

Superintendent of School
Cornerstone Christian School

“

The author’s very original story and vivid characters bring the whole world to life in a magical way.

Sandra Campos

Board Member, CEO, CNBC Contributor,
Former CEO of Diane von Furstenberg

“

A powerful ally against the ever-present influence of social media. Parents take comfort in knowing *The Land of the Strays* can be referenced for positive affirmations of the life and coping skills our children need to be taught.

Michael Ziegler

Speedway Motorsports

“

A compelling story conveying wonderful insights about character, kindness and positivity. I couldn’t put it down once I started.

Debbie Storey

President & CEO,
AT&T Performing Arts Center

“

In a world where we have to fight to protect the hearts and minds of our children, **Summer Nilsson** once again creates a work that every parent would be proud for their child to read. Readers will find *The Land of the Strays* to be a way for children to learn valuable life lessons while learning to cope with life’s forks in the road. Parents can have confidence that children reading Summer’s books are learning important teachings from life in a positive, affirming story.

Sid Miller

Texas Agriculture Commissioner

“

The Land of the Strays is not about correcting . . . it is about connecting through themes of self-respect and dignity for all. A must-read for every bookshelf, especially for those who care about our nation’s future, our young adults.

Virgil “Duz” Packett

Major General, US Army (Ret), Apache Pilot

“

An inspiring book series with **powerful messages**... as important for adults as it is for children.

Gary D. Compton

Vice President to Energy Industry Icon and Philanthropist T. Boone Pickens
Chairman of the Texas Youth Commission under Governors Bill Clements, Ann Richards, and George W. Bush



DISCOVER

THE LAND *of the* PINES

A magical debut about the journey to discover one's identity.

When

hen **Grey the Kitten** is born at Black Mountain Farm, **Miss Jay the Bird** is promptly assigned as her guardian. Some animals find it strange that a bird would be assigned to oversee the success of a barn kitten. Some animals... but not Miss Jay. Miss Jay knows that this kitten is different. This kitten will change not just their lives, but the lives of many animals to come. After all, this kitten has a magical voice. She just doesn't know it yet.

Grey does know she's meant to be more than a barn cat, but she isn't the only one with ideas about her future. **The Black Widow** and her **Harrowing Hourglass** have big plans for the farm, and Grey could be the key to stopping them from controlling the whole mountain—and all the animals who reside there. When the Widow traps Grey in a web of deceit, will this special kitten give up control over her destiny? Or will she become an example of what's possible when you have the courage to forge your own path?

Filled with unpredictable twists and turns, *The Land of the Pines* is a must-read story of friendship and fortitude, connecting audiences of all ages to the power of intention and the journey of discovering one's identity.



Celebrate what makes you different.

THE LAND *of the* PINES



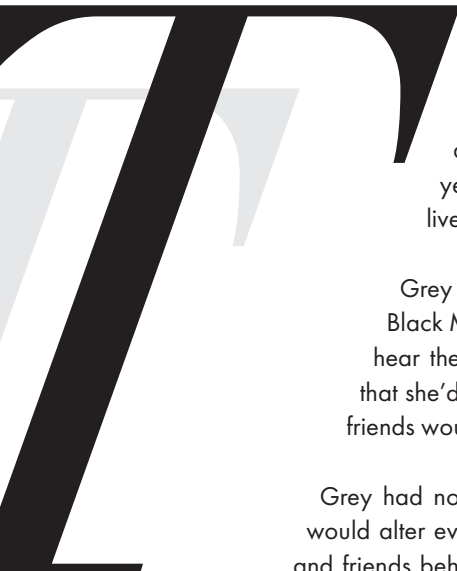
#1 New Release and Amazon Bestseller



DISCOVER

THE LAND *of the* STRAYS

An instant classic about the battle for self-worth and the difference between needs and wants.



There is no guarantee that life will be better on 'the other side'. Even still, we all face moments that force us to choose whether to stay where we are or take a massive leap of faith. These moments move quickly, yet feel eternal, and forever change the course of our lives. Just ask **Grey the Kitten**.

Grey didn't know when she leapt through the gate to leave Black Mountain Farm that she'd meet a **Labrador** that could hear the inner thoughts of other animals. Grey didn't know that she'd bear witness to a kidnapping, or that her newfound friends would test her loyalty on the Trinity Trails.

Grey had no clue that she was jumping into an epic clash that would alter everyone's future. Grey didn't leave her beloved farm and friends behind for these reasons. She left because this was her destiny. Now, Grey must choose whose side she's really on: the leashes or the strays.

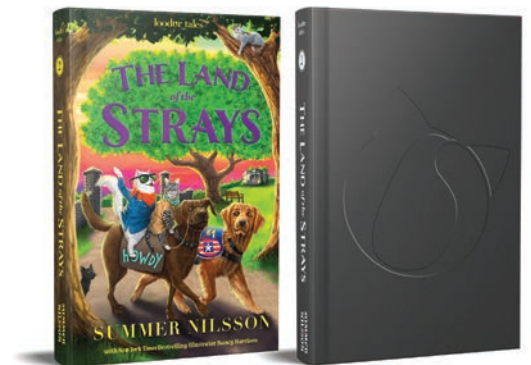
The leashes live at the Argos, a building named after a warrior and his dog. From a poncho-clad Poodle to a rhinestone-born Bengal, the leashes appear to have everything they could ever want. But at the Argos, nothing is what it seems. In stark contrast, the strays belong to a different breed: the "Stray Club". Members of the "Stray Club" reside across the creek at Camp David. The first rule among the leashes is that you don't talk about the "Stray Club". Grey's never been good at following the rules.

The Land of the Strays inspires audiences to see beyond stereotypes, engage with empathy, and reconnect as a united front.



Carry only what continues to serve you.

THE LAND *of the* STRAYS



#1 New Release and Amazon Bestseller

"Irresistible animals star in this sublime coming-of-age tale."

THE LAND of the PINES

Kirkus Indie Reviews

"Indelible animal characters headline this winsome tale of fellowship and magic."

THE LAND of the STRAYS

Kirkus Indie Reviews

"Adventures abound in the *The Land of the Strays*, whose animal cast learns to treat everyone with respect and compassion."

THE LAND of the STRAYS

Foreword Clarion Review

"Nilsson's debut boasts engaging animal characters and a sure mix of exposition and action to hold attention, while offering a deeper lesson that adults will appreciate as well."

THE LAND of the PINES

Booklife by Publisher's Weekly



GIVE BOOKS FOR GOOD

Supporting Today's Youth

The **Loodor Tales** Series supports American youth with a message of positivity to encourage tweens and teens. Author Summer Nilsson collaborates with like-minded corporate partners to provide sponsored books and experiences to underserved schools, hospitals, and children's organizations as part of an overarching mission to give back.

Previous book donations made by Summer Nilsson have included St. Jude Children's Research Hospital, Girl Scouts, Scottish Rite for Children, The Birthday Party Project, Save the Children, and Dell Children's Medical Center.



U.S.A. PROUD

Honoring Military and Frontline Responders

The Land of the Strays is dedicated to the U.S. military and frontline responders, honoring the men, women, and animals who serve our country every day. We are grateful to those whose commitment affords us the freedom to chase our dreams.

“*The Land of the Strays* introduces Scout the Golden Retriever as a main character in the Loodor Tales Series. Scout was inspired by the K-9 urban search and rescue teams that served our country in the days following September 11th. As a nation, we may be divided by our beliefs, but we must unite in our appreciation to those whose commitment carries us forward. The Loodor Tales Series are designed to teach life lessons, empathy, and gratitude. By leading with kindness, we serve at the core of our best selves.”

– author, Summer Nilsson

OUR COMMITMENT TO ANIMALS

Proud Partner of Operation Kindness

Author **Summer Nilsson** established the **Nilsson Open A Dor Foundation**, a 501(c)(3) nonprofit, to support organizations that work to place sheltered animals in forever homes. The foundation is a proud partner of **Operation Kindness**, celebrating over 45 years of saving homeless animals. A portion of sales from the Loodor Tales Series contributes to donations made to Operation Kindness. The Operation Kindness Medical Fund provides surgeries, treatment for broken limbs, dental issues, and other medical care to animals in advance of adoption. One hundred percent of the funds donated are used for the Medical Fund.





Sarah Thankam Mathews

The author of the novel *All This Could Be Different* makes a resplendent debut

Also in the issue:
Marianne Wiggins, Catherine Ceniza Choy,
Jose Pimental, Lane Clarke



Ends with the perfect setup for the sequel

- Kirkus Reviews



THE LAND OF THE PINES

Nilsson, Summer
Illus. by Blayne Fox
Loodor Publishing (256 pp.)
\$12.69 | \$9.99 e-book | Aug. 3, 2021
978-1-954401-00-6

In this debut fantasy, a kitten searches for her place in life while facing malevolent adversaries on a farm.

Grey is born in a barn on Black Mountain Farm. She's barely a few weeks old when her mother leaves to live in the nearby woods, with Grey's brother and sister not far behind. But the farm overflows with vibrant animals, some of whom believe the striking kitten is special ("The kitten's gray fur, with its black- and sand-colored stripes, was spectacular"). Miss Jay the Bird becomes Grey's guardian and convinces her to flaunt her feline pipes at "the Phoenix Club," the farm's monthly talent show. But at the same time, a sinister presence emerges. A Black Widow surrenders to the red Hourglass on her back, which develops an awareness and a voice all its own. This wicked duo obsesses over control and manipulates animals into spying on others in the mountainous region. When the two rope Grey into their scheme, the kitten seeks help from Miss Jay and some wise, magical wildlife. As Grey plans an inevitable confrontation with the Widow and the Hourglass, she learns a lot about who she is and where she wishes to be. Nilsson's brisk, charming series opener boasts a memorable, mostly animal cast. She lovingly describes each character, such as Biggie the Deer, who likes moonshine perhaps a bit too much, and well-meaning but naïve Jack the Donkey, the Widow's first "recruit." Fox's stunning illustrations further elevate these characters; highlights include Grey's ride in a cup atop Biggie's antlers and the recurring image of the Widow's huge, ominous shadow. While magic permeates the narrative, from talking trees to the Hourglass' terrifying ability, the story primarily centers on zealous Grey. She yearns to be more than a barn cat and discovers she's capable of great deeds. Her journey not only carries this story, but also ends with a perfect setup for the sequel.

Irresistible animals star in this sublime coming-of-age tale.



INSIDE DFW WITH JENNY ANCHONDO

Dallas-based author pens book series to help teens with mental health, social acceptance issues



Plants the seed for parents and kids to have a conversation about the impact of words.

- author, Summer Nilsson

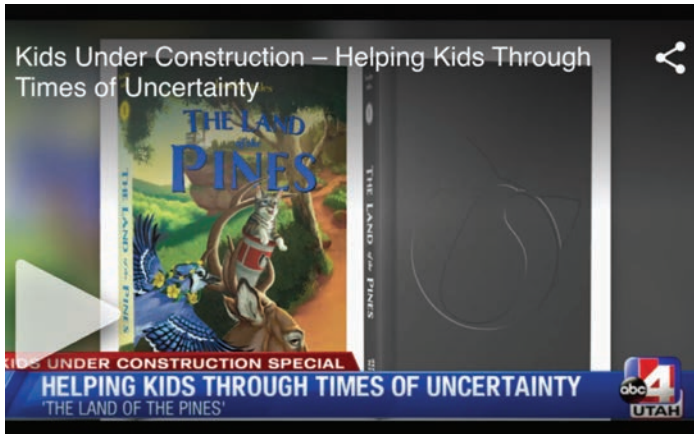




Author Summer Nilsson is helping kids on their journey to self-discovery

- Kristin Dickerson, NBC Texas Today





Helping kids through times of uncertainty with life lessons for tweens

- Vivian Chow, ABC4 Utah

The Loodor Tales Series focuses on positivity and helping our kids cope with loneliness and lack of confidence.



I hope to inspire others to be the best version of yourself. I learned from The Land of the Pines that you can give back to others in so many ways, from sticking up for someone to smiling at them in the hallways of school. You're not what you're born into. You can become anything you want, if you work for it and set goals for yourself.

- Kelvey, 13

Texas media star’s charming children’s book debuts at N° 1 on Amazon

“Kids today are facing unprecedented challenges—especially with social media, subsequent cyberbullying, and issues of identity.

Seeing this, Texas entrepreneur and big-time media veteran has spun an affirmation and courage in the guise of a delightful children’s/tween tale, *The Land of the Pines*. Audiences have taken note and Pines is blooming: it’s currently Amazon’s No. 1 new release for Children’s Intermediate Readers.”

- Steven Devadanam



Movie-worthy... a modern take on Charlotte’s Web

- CultureMap





Must-Read...
A Tale for All Ages

- InStyle Magazine

CULTURE

spotlight
Regina Hall

THE STAR OF HULU'S NINE PERFECT STRANGERS (AUG. 18) SHARES HER POP CULTURE PICKS

ALL WE CAN SAVE *Truth, Courage, and Solutions for the Climate Crisis* (1) "This collection of essays was written by women who are at the forefront of the climate crisis. Like reading about how every part of the earth is connected, and what we can do to continue respecting and preserving our natural resources." **Bright Green Future** "I love Greg Schwartz's perspective on environmentalism, so his book [co-written with Trevor Decker Cohen] is next on my reading list."

TV *Mare of Easttown* (2) "Kate Winslet is amazing in this, as usual. I'm a few episodes in and can't wait to watch the rest of the story unfold." **The White Lotus** (5) "I love the title and love to laugh." **Nine Perfect Strangers** "I may be biased, but I heard the cast is incredible! I'll be tuning in."

MOVIES *Stillwater* "I'm looking forward to catching this thriller, maybe even in an actual theater. It's been so long since I've gone, and I've missed getting some popcorn and enjoying a good movie." **Finch** "Even though I'm slightly averse to technology, I still think it's crazy to know what could be possible in the future because of how quickly things are advancing. I've witnessed so much of it already. A cross-country journey with a dog and robot? I'm in." **Space Jam: A New Legacy** (4) "Gotta watch Don Cheadle and LeBron James!"

READ

We Were Never Here In: The Hard author Andrea Bartz latest thriller, two best friends find themselves in a precarious—and shockingly familiar—situation while backpacking through Chile. *Bulfinch Books, \$27, penguinrandomhouse.com.*

The Land of the Pines A tale for all ages, Summer Nilsson's debut fantasy novel follows a kitten named Cary as she discovers her identity and why she learns about the power of kindness. *Lodlor Publishing, \$20, amazon.com.*

Kaws: What Party This monograph, which accompanies the Brooklyn Museum's Kaws exhibition, features sketches of the artist's most famous works, as well as behind-the-scenes images of his creative process and essays by Daniel Briebeau and Eugene Iser. *Phaidon Press, \$60, phaidon.com.*

The Flowering: The Autobiography of a Jelly Chicago Following a foreword by Gloria Steinem, the feminist icon known for creating ambitious, large-scale installations and championing women in the arts reflects on her colorful life, which will be celebrated with a career retrospective at San Francisco's de Young Museum this fall. *Thames & Hudson, \$40, thamesandhudson.com.*

SEE

The Last Letter from Your Lover Alternating between the 1960s and present-day London, the Netflix film follows a journalist (Felicity Jones) who, upon discovering a series of archived love letters, is determined to piece together the details of an illicit affair between a wealthy married woman (Shailene Woodley) and her mysterious pen pal (Callum Turner). (July 23)

Watch the Sound with Mark Ronson The DJ and music producer chats with performers like Paul McCartney, Questlove, and Charli XCX in an Apple TV+ docuseries that explores the evolution of sound creation and how technology has shaped today's hit songs. (July 30)

Mr. Corman Joseph Gordon-Levitt serves as the creator, director, and star of Apple TV+'s dark comedy series about a recently dumped 30-something who's given up on his rock star dreams to pursue a quieter life as a fifth-grade teacher. (Aug. 6)

AUGUST 2021 inSTYLE 89

SOCIETY / PROFILES

From Glamorous Fashion Career to Fantasy Novels, Summer Nilsson's Journey to "The Land of the Pines"

Her Purpose-Driven Book for Tweens is Hitting All the Right Notes



“

I sat in meeting after meeting with the biggest brands in fashion and beauty. The topic of social media and the impact on tweens and teens continued to surface,” Nilsson said.

Over the course of two-plus decades, Dallas' Summer Nilsson has counted Hearst and Texas-born Brandon Maxwell as clients and worked with magazines including *People*, *House Beautiful*, *ELLE*, and *Food Network Magazine*, developing brand strategy. This trajectory has resulted in game-changing partnership and national purpose-driven campaigns - yet her latest career move was to launch a book series targeting middle-grade readers. In August, when the first book in her "Loodor Tales" series, *The Land of the Pines*, came out, the lushly illustrated story was Amazon's No. 1 new release in children's intermediate readers.



“Our picks” for the best kids’ books of 2021

- Red Tricycle



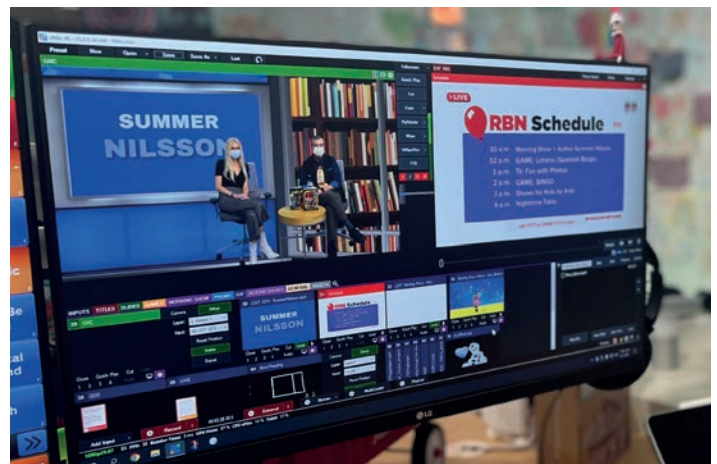
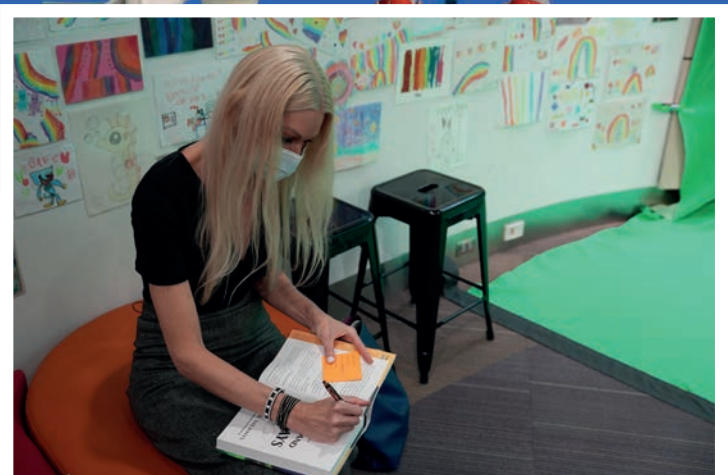
“Middle Grade/Chapter Books

“Best children’s books of 2021



Red Tricycle by Tinybeans is the go-to resource for all things parenting, as well as the only personalized platform trusted by parents to help them raise amazing kids. Twice named Apple’s App of the Day, Tinybeans has grown to become Apple’s #1 content partner and exclusive parenting partner for Apple Guides. Tinybeans provides authoritative, localized content to its online community of busy urban moms with a reach of over 28 million people in 200 countries, 130,000 5-star reviews, 80+ partners.

CHILDREN'S HEALTH SEACREST STUDIO



Author Summer Nilsson joined Children's Health and Seacrest Studios (brought to you by the Ryan Seacrest Foundation) for the Morning Show on the Red Balloon Network to celebrate kids and sign copies of *The Land of the Strays*.

SCOTTISH RITE FOR CHILDREN



Scottish Rite for Children is a world-renowned leader in the treatment of pediatric orthopedic conditions, sports injuries and fractures, as well as certain related arthritic and neurological disorders and learning disorders, such as dyslexia. Scottish Rite is celebrating a century of giving children back their childhood. *The Land of the Pines* and *The Land of the Strays* were both selected to be among the select books available to patients at Scottish Rite.



Many years ago, my nieces spent a weekend with me in Dallas. They were eight years old at the time. I planned two full days of activities. The moments that resonated most were our visits to Scottish Rite Hospital for Children and Genesis Women's Shelter.

I had asked my nieces to sort through their toys to identify items that could be donated to kids whose circumstances were less fortunate. They took the task to heart. They arrived in Dallas with bags of toys, which were delivered to Genesis Women's Shelter. My nieces were then given an opportunity to select dolls at the American Girl store. The dolls were presented as gifts to patients at Scottish Rite. Now 13-years old, my nieces reflect upon the weekend as a formative lesson in the power of kindness and compassion.

- author, Summer Nilsson





Summer Nilsson joined Superhero Day at Dell Children's alongside the Austin Police Department. The patients looked on while the superheroes rappelled down the hospital walls to save the day and remind kids that they are the real superheroes. Dressed as a superhero dog, Summer brought Scout the Golden Retriever to life, signed books, and made special deliveries to hospital rooms. Scout is inspired by the hero service dogs of September 11th.



ST. JUDE CHILDREN'S RESEARCH HOSPITAL



“

What an honor to be selected by the St. Jude Children's Research Hospital program as an author whose works are available to patients.

- author, Summer Nilsson



The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. No child is denied treatment based on race, religion or a family's ability to pay. St. Jude has treated children from all 50 states and from around the world. During their time at the hospital, St. Jude does everything possible to ensure patients can continue to be kids.



Author Summer Nilsson participated in a packed day of programming with the Girl Scouts at the STEM Center of Excellence. Loodor was part of an elite roster of brands chosen to lead and mentor girls. Summer led the girls through exercises in affirming their self-worth and storytelling to earn their coveted Scribe badge.





Author Summer Nilsson joined Storytime at CAMP Dallas with co-host Paige Chenault, founder of The Birthday Party Project.

Summer read an excerpt and shared background into the character development and storyline before signing copies of *The Land of the Pines* to a sold-out crowd of kids aged 6-13.





Independent bookstores speak to the soul of a community and offer insight into the stories that move people. Interabang Books is a best-in-class example. It was an honor to share details about ***The Land of the Pines*** and future goals for the Loodor Tales Series.

- author, Summer Nilsson



Author Summer Nilsson joined Interabang Books for a Q/A with Amy Vanderoef, best known for her Emmy-nominated roles as a TV Host for WFAA's Good Morning and spokesperson for Toyota.





Author Summer Nilsson led middle grade and high school students (8th and 9th grades) through a discussion about kindness, empathy, and bullying, tied to ongoing storylines featured in the Loodor Tales Series.





Led by Dr. Luci Higgins, Superintendent of Schools, and Rebecca Wallace-Jones, Elementary Academics Director, the Cornerstone team invited author Summer Nilsson to answer a Q/A discussion with academically talented students, paving the pathway to creative achievement with *The Land of the Pines*.



SUMMARY DETAILS, *THE LAND of the PINES*

TITLE	THE LAND <i>of the</i> PINES
ISBN	978-1-954401-00-6
FORMAT	Hardcover
SIZE	6 x 9 in
PAGES	256
PUBLICATION DATE	August 3, 2021
RETAIL DISTRIBUTION	Greenleaf Book Group
RETAIL CONTACT	distribution@greenleafbookgroup.com
CORPORATE/BULK ORDERS	sales@loodor.com
IMPRINT	Loodor Publishing
BRAND WEBSITE	www.loodor.com
GENRE	Juvenile Fiction, Fantasy
PRESS	press@loodor.com
COPYRIGHT	Loodor, LLC

THE LAND of the STRAYS

TITLE	THE LAND <i>of the</i> STRAYS
ISBN	978-1-954401-02-0
FORMAT	Hardcover
SIZE	6 x 9 in
PAGES	280
PUBLICATION DATE	September 6, 2022
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RETAIL CONTACT	distribution@greenleafbookgroup.com
CORPORATE/BULK ORDERS	sales@loodor.com
IMPRINT	Loodor Publishing
BRAND WEBSITE	www.loodor.com
GENRE	Juvenile Fiction, Fantasy
PRESS	press@loodor.com
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Q | WHAT INSPIRED THE WORD LOODOR?

SUMMER NILSSON | My grandfather, Bo, was the patriarch of our family. His word was his bond. A handshake superseded a signed agreement. He was wise and well-known as a visionary leader. However, in our family, my grandmother, Gwendolyn, was the unsung hero. She was a woman of faith and filled food baskets for families in need. She was as devoted to her community as she was to her home. And, like all southern women of that time, she never missed a standing appointment to get her “hair set” at the beauty salon. She was beloved by all, except on Saturdays.

On Saturdays, Gwendolyn hosted bridge (a card game), while serving finger sandwiches and freshly baked desserts. The sweet smell of pound cake misled many. Game days were not for the faint of heart.

When researching words for naming inspiration, I came across an old card game called Loo. My mother’s name is also Lou. Loo provided the perfect metaphor to honor the two women who shaped my life most, my mother and grandmother.

Q | WHY TELL THE STORY THROUGH THE LENS OF ANIMALS?

SUMMER NILSSON | The honest answer is that I’m more of an animal person than a people person. That said, it’s easier to engage kids with complex topics when the stories are told by animals. Additionally, the US pet industry reached \$123.6 billion in sales in 2021. Consumer of all ages respond to pet and animal stories, and this provides an organic opportunity to cross market and develop co-branded collaborations

Q | HOW DID YOUR SMALL-TOWN ROOTS INFLUENCE LOODOR?

SUMMER NILSSON | My hometown, Daingerfield, has a population of 2,600 and three traffic lights. I often joke that there are no secrets in a small town. Stories seem to get better with time, and small towns are rooted in gifted storytellers. I learned the art of a good tale in East Texas. I also developed an appreciation for basic kindness and simple pleasures. A smile goes a long way, as does a cup of Sonic ice and a gentle breeze on a balmy, summer night.



Become an example of what’s possible.

THE LAND of the PINES



loodor

“

*To become a chief,
you must champion
for all.*

THE LAND *of the* STRAYS

www.loodor.com
[@loodortales](https://twitter.com/loodortales)

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