



## Little Airplane Books Takes Off

By Karen Raugust, Children's Bookshelf -- Publishers Weekly, 12/11/2008

Little Airplane Productions, which creates television programming for preschoolers, has launched Little Airplane Books, to be headed by writer, director and producer Tone Thyne. The imprint's first release, this month, is *A Book for You*, a volume of children's poems by Josh Selig, president and founder of Little Airplane Productions, who initially will write all of the imprint's titles. The book is illustrated by Stephanie Cleaver.



“We’ve been producing preschool shows for 10 years, and our characters really connect with kids,” Selig says. “So this is a natural extension.” Little Airplane’s television series include *The Wonder Pets!* on Nick Jr., *Go, Baby!* on Playhouse Disney, and *Oobi!* on NOGGIN.

The creative staff at Little Airplane has experience in the book world, having written and designed about 30 books for *The Wonder Pets!*, published under license from Nickelodeon by Simon & Schuster, Random House, Reader’s Digest, Scholastic and Publications International. Little Airplane titles will feature original characters.

An in-house creative team will design and bind all of the books in its South Street Seaport studio and sell them in its store there. At least three titles are planned for 2009, but there is no set publishing schedule. “We feel no pressure to deliver as we do in the television space, which is the core of our business,” Selig says. “This is coming from our hearts. We want to create things that will stand out from what’s already on the market.”

Actress Marcia Gay Harden will read from *A Book for You* at an event for children on December 18 at the studio, marking the official launch of the imprint