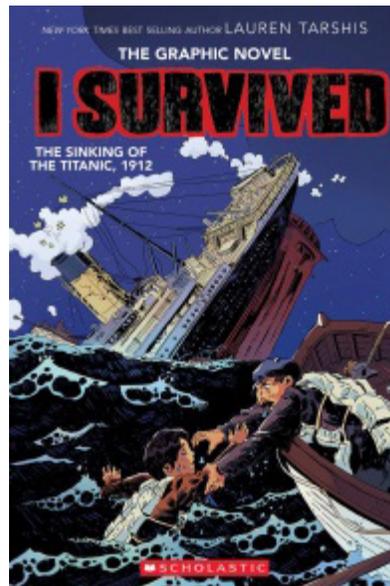


Scholastic Graphix Announces “I Survived” Graphic Novels

BY S! BRETT LORD | SEPTEMBER 4, 2019

Scholastic Graphix will launch a series of graphic novels based on the best-selling *I Survived* chapter book series by Lauren Tarshis. The series will debut in February 2020 with “I Survived the Sinking of the Titanic, 1912,” an adaptation of the first *I Survived* book, reframing the disaster story from the point of view of 10-year-old passenger George Calder and his little sister Phoebe. The graphic novel also features nonfiction backmatter, and will release in two formats: a 160-page paperback priced at \$10.99, and a jacketed hardcover for \$24.99.

The graphic novels are being adapted by Georgia Ball, a veteran of licensed comics, including “Scooby-



ART BY GERVASIO AND JOK

Doo,” “Transformers,” and “My Little Pony.” The artwork is by Argentinian artists Gervasio and Jok of Studio Haus. The second book in the series, “I Survived the Shark Attacks of 1916,” arrives in June 2020, and covers the infamous Jersey Shore and Matawan Creek shark attacks from that year.

The new line will target readers aged 8-12, and will roll out with an impressive national marketing campaign that includes consumer digital and social media advertising, reviews and media outreach to national publications, featured national

convention slots, a dedicated “I Survived” website, an animated video trailer, promotional items, industry advertising, and author events.