

THE HUNGER GAMES

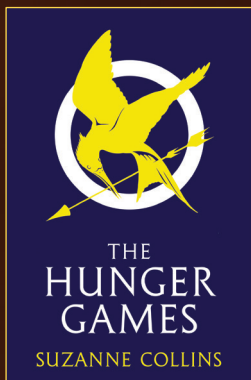
A golden bird with its wings spread, perched on a branch, facing a golden snake that is coiled around the same branch. The snake's mouth is open, and a bright light emanates from the point where they meet. The background is a dense thicket of golden roses and leaves.

SHOWCASE CATALOGUE 2023

 SCHOLASTIC

THE MOST ANTICIPATED MOVIE OF 2023: THE BALLAD OF SONGBIRDS & SNAKES

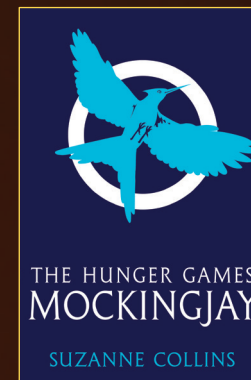
THE
MUCH-LOVED
PREQUEL TO THE
BEST-SELLING
HUNGER GAMES
TRILOGY!



The first Hunger Games movie release in 2012 led to sales skyrocketing ten-fold, selling over **1 MILLION COPIES** with a value of almost **\$17 MILLION** in Australia alone during the release!

THAT SPIKE IS ALREADY RESURFACING!

The Ballad of Songbirds and Snakes book release created a massive resurgence in sales for the whole series in 2020 with an **INCREASE OF OVER 400%** and has seen another major increase since the long-awaited movie trailer released in April this year. Don't miss out on the building anticipation and join in as the world returns to
THE HUNGER GAMES



GLOBAL BESTSELLER



The Hunger Games have sold over 100 million copies globally with over 2 million copies in Australia!



The Hunger Games spent over 100 weeks on the *New York Times* bestseller list.



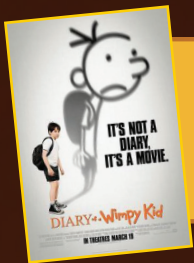
The Hunger Games books have been translated into 52 languages, and the rights have been sold in 54 territories.

THIS IS YOUR OPPORTUNITY TO CAPITALISE ON THE BLOCKBUSTER HUNGER GAMES FRANCHISE!

The Hunger Games movie released in 2012—**840%** increase in book sales during release!



Diary of a Wimpy Kid movie released in 2010—**360%** increase in book sales during release!



Captain Underpants movie released in 2017—**280%** increase in book sales during release!



The Bad Guys movie released in 2022—**415%** increase in book sales during release!



800%
INCREASE

700%
INCREASE

600%
INCREASE

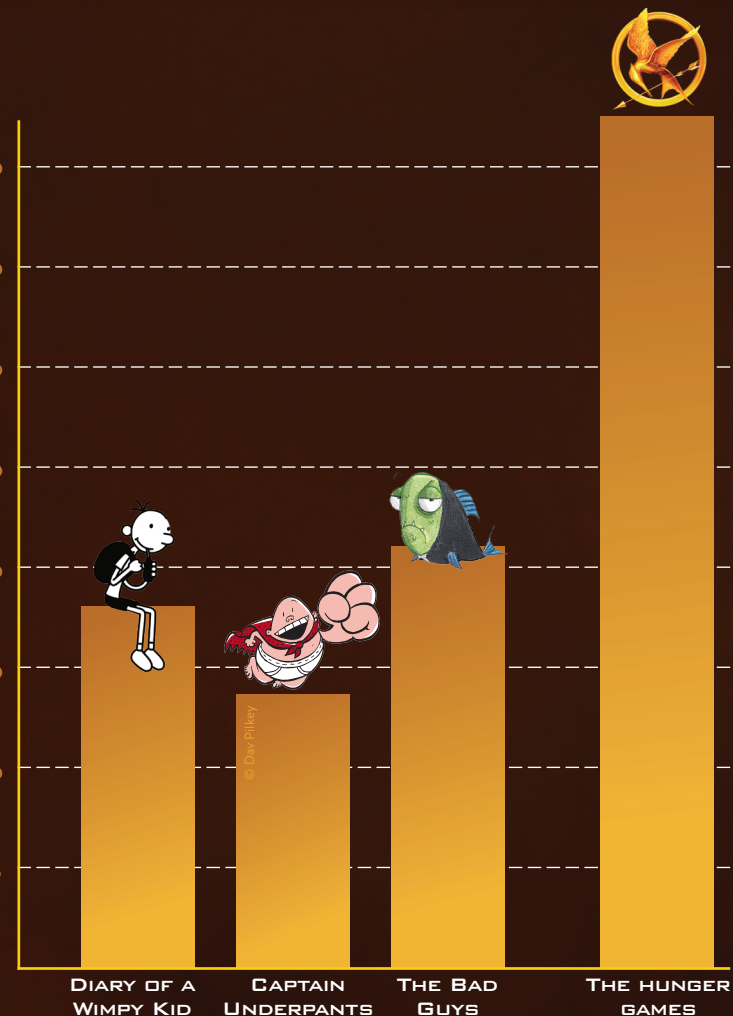
500%
INCREASE

400%
INCREASE

300%
INCREASE

200%
INCREASE

100%
INCREASE



Theatrical film release leads to a huge
increase in book sales—**STOCK UP NOW!**

THE HUNGER GAMES

THE BALLAD OF SONGBIRDS & SNAKES

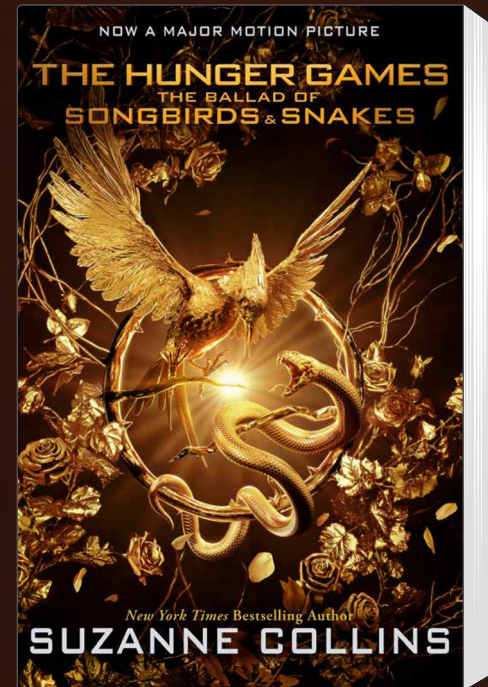
Coriolanus Snow has one shot at glory as a mentor in the tenth annual Hunger Games. He plans to outcharm, outwit, and outmanoeuvre his fellow students to mentor the winning tribute. The odds are against him: he has been given the female tribute from District 12, the lowest of the low.

Their fates are now intertwined – every choice Coriolanus makes could lead to favour or failure, triumph or ruin. Inside the arena, it will be a fight to the death. Outside the arena, Coriolanus will do anything it takes to survive.

SALES POINTS:

- A new edition of Suzanne Collins's best-selling Hunger Games prequel to coincide with the highly-anticipated feature film set to release in November 2023.
- Revisit the world of Panem, 64 years before the events of The Hunger Games.
- *The Ballad of Songbirds and Snakes* is one of the biggest film events of 2023, featuring a star-studded cast of Rachel Zegler, Tom Blyth, Peter Dinklage and Viola Davis.

EXTENSIVE
MARKETING
AND PUBLICITY
SUPPORT!



THE BALLAD OF SONGBIRDS & SNAKES (THE HUNGER GAMES: MOVIE TIE-IN EDITION)

AU RRP: \$22.99

NZ RRP: \$24.99

Author: SUZANNE COLLINS

Publisher: SCHOLASTIC INC

ISBN: 9781760265878

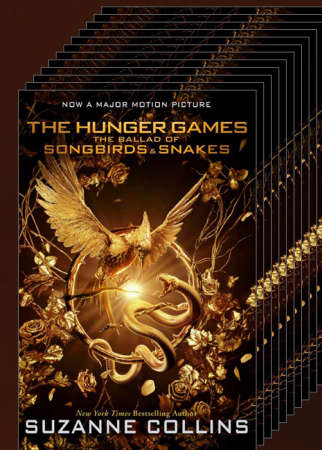
Format: PAPERBACK

Type: NOVEL

Age Level: 12+

Dimensions: 203 X 133 MM

Page Count: 528 PP



12-COPY STOCK PACK *

AU RRP: \$275.88

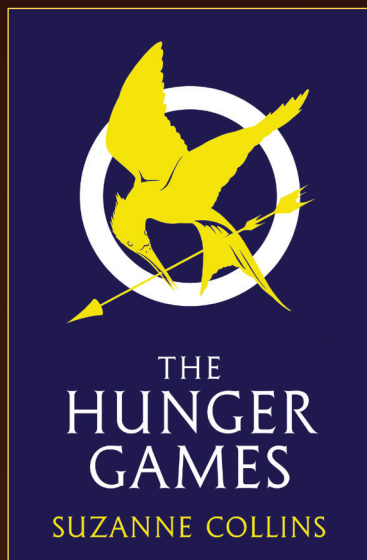
NOT AVAILABLE IN NZ

ISBN: 9781760267797



Contains:

The Ballad of Songbirds & Snakes
(The Hunger Games: Movie Tie-In Edition)
ISBN 9781760265878 x 12
AU RRP \$22.99



THE HUNGER GAMES

AU RRP: \$22.99
NZ RRP: \$24.99



Author: SUZANNE COLLINS
Publisher: SCHOLASTIC INC
ISBN: 9781760265304
Format: PAPERBACK
Type: NOVEL
Age Level: 12+
Dimensions: 198 X 128 MM
Page Count: 464 PP



In a dark vision of the near future, twelve boys and twelve girls are forced to appear in a live TV show called the Hunger Games. There is only one rule: kill or be killed.

When sixteen-year-old Katniss Everdeen steps forward to take her sister's place in the games, she sees it as a death sentence. But Katniss has been close to death before. For her, survival is second nature.



CATCHING FIRE (THE HUNGER GAMES #2)

AU RRP: \$22.99
NZ RRP: \$24.99

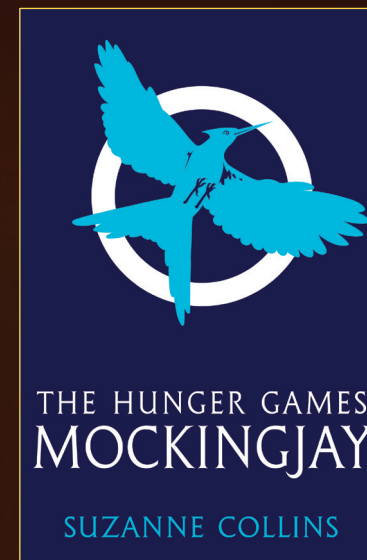


Author: SUZANNE COLLINS
Publisher: SCHOLASTIC INC
ISBN: 9781760265311
Format: PAPERBACK
Type: NOVEL
Age Level: 12+
Dimensions: 198 X 128 MM
Page Count: 480 PP



Against all odds, Katniss Everdeen and Peeta Mellark are still alive. Katniss should be relieved, but now there are whispers of a rebellion against the Capitol—a rebellion that Katniss and Peeta may have helped create.

As the nation watches Katniss and Peeta, the stakes are higher than ever. One false move and the consequences will be unimaginable.



MOCKINGJAY (THE HUNGER GAMES #3)

AU RRP: \$22.99
NZ RRP: \$24.99



Author: SUZANNE COLLINS
Publisher: SCHOLASTIC INC
ISBN: 9781760265328
Format: PAPERBACK
Type: NOVEL
Age Level: 12+
Dimensions: 198 X 128 MM
Page Count: 464 PP



Katniss Everdeen has survived the Hunger Games twice. But she's still not safe. A revolution is unfolding, and everyone, it seems, has had a hand in the carefully laid plans—everyone except Katniss.

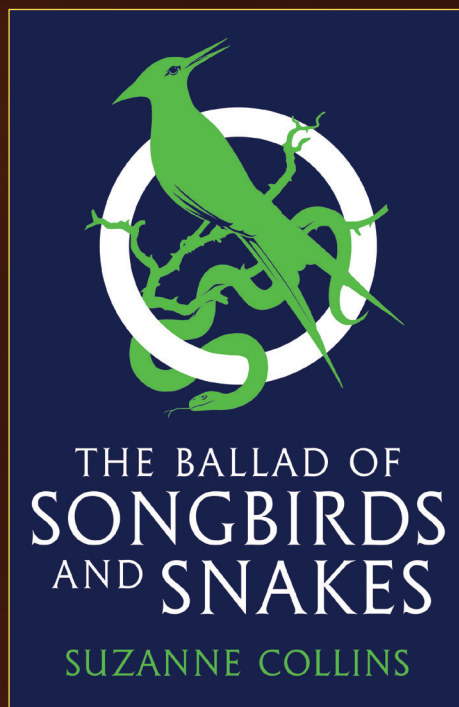
And yet she must play the most vital part in the final battle. Katniss must become their Mockingjay—the symbol of rebellion—no matter what the personal cost.



SALES POINTS:

- New editions of the award-winning and best-selling dystopian survival series, The Hunger Games.
- Three books, four films and one worldwide phenomenon, The Hunger Games changed the face of global YA.
- More than 100 million copies of The Hunger Games books in print worldwide.





THE BALLAD OF SONGBIRDS AND SNAKES (THE HUNGER GAMES)

AU RRP: \$22.99
NZ RRP: \$24.99



Author: SUZANNE COLLINS
Publisher: SCHOLASTIC INC
ISBN: 9781760265335
Format: PAPERBACK
Type: NOVEL
Age Level: 12+
Dimensions: 198 X 128 MM
Page Count: 528 PP



Coriolanus Snow has one shot at glory as a mentor in the tenth annual Hunger Games. He plans to outcharm, outwit, and outmanoeuvre his fellow students to mentor the winning tribute. The odds are against him: he has been given the female tribute from District 12, the lowest of the low.

Their fates are now intertwined—every choice Coriolanus makes could lead to favour or failure, triumph or ruin. Inside the arena, it will be a fight to the death. Outside the area, Coriolanus will do anything it takes to survive.

SALES POINTS:

- A prequel to the ground-breaking and best-selling Hunger Games trilogy.
- Revisit the world of Panem, 64 years before the events of The Hunger Games.
- Soon to be a major feature film releasing in 2023.



THE HUNGER GAMES COLLECTION

AU RRP: \$79.99
NZ RRP: \$84.99

Author: SUZANNE COLLINS
Publisher: SCHOLASTIC INC
ISBN: 9781760266837
Format: BOXED SET

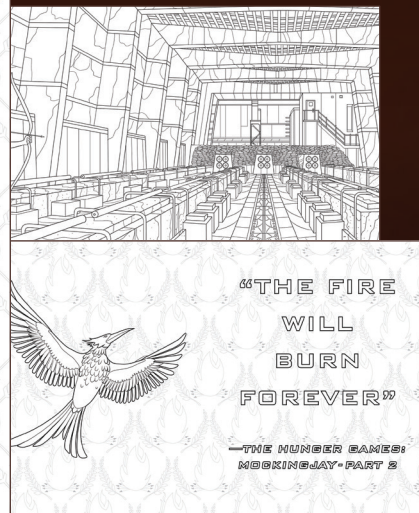
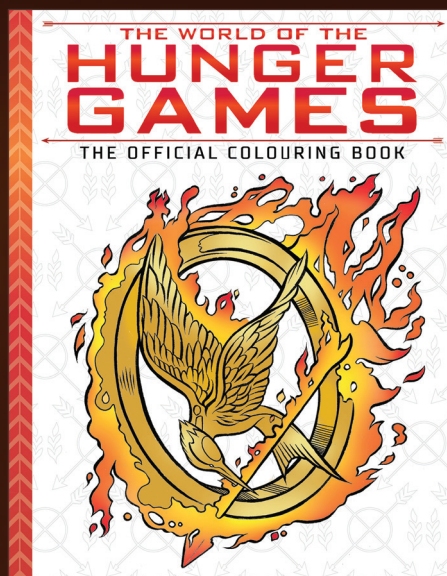
Type: PAPERBACK
Age Level: 12+
Dimensions: 200 X 130 MM



A four-book box set featuring stunning new editions of the award-winning and best-selling dystopian survival series, The Hunger Games. Includes: *The Hunger Games*, *Catching Fire*, *Mockingjay* and *The Ballad of Songbirds and Snakes*.

SALES POINTS:

- A box set featuring new editions of the award-winning and best-selling dystopian survival series, The Hunger Games.
- With all four of Suzanne Collins's Hunger Games novels in one box set, you can step into the world of Panem and continue all the way to the electrifying conclusion.
- The best-selling prequel to *The Hunger Games*, *The Ballad of Songbirds and Snakes*, is soon to be a major feature film releasing in 2023.
- More than 100 million copies of The Hunger Games books in print worldwide.



THE WORLD OF THE HUNGER GAMES: THE OFFICIAL COLOURING BOOK

AU RRP: \$19.99
NZ RRP: \$21.99

Publisher: SCHOLASTIC INC
ISBN: 9781760265229
Format: PAPERBACK
Type: ACTIVITY

Age Level: 8+
Dimensions: 276 X 216 MM
Page Count: 96 PP



From flamboyant Capitol fashion to the wild earthy textures of the unforgiving arena the world of the Hunger Games is rich with stunning imagery. Between these pages, you'll find intricate patterns logos and designs inspired by characters and scenes from all four Hunger Games films inviting you to fill them with colour. Unleash your imagination and add your own flair to Effie Trinket's outrageous outfits Katniss's trademark braids Cinna's stunning creations and of course the iconic Mockingjay.

SALES POINTS:

- Blood red, fire yellow... let your imagination run free and colour your way through the Hunger Games series.
- Over 90 pages of scenes, characters and patterns to colour!
- Both inspiring and relaxing, this gorgeous colouring book is a must-have for any Hunger Games fan.



THE BALLAD OF SONGBIRDS AND SNAKES JOURNAL

SPECIAL PROMO PRICE

AU RRP: \$19.99 \$7.99
NZ RRP: \$21.99 \$9.99

Publisher: SCHOLASTIC INC
ISBN: 9781338680072
Format: HARDBACK
Type: JOURNAL
Age Level: 10+
Dimensions: 210 X 140 MM
Page Count: 192 PP

60% OFF
BOTH AU
AND NZ



A beautiful foiled, hardback journal to coincide with the release of the new novel *The Ballad of Songbirds and Snakes*.

SALES POINTS:

- This official *The Ballad of Songbirds and Snakes Journal* is adorned with the iconic mockingjays from all four Hunger Games books.
- A must-have for all Hunger Games fans.
- High-end specs make for a beautiful package.
- Features 192 lined pages, an exclusive Hunger Games design, and an elegant cover with metallic accents.

* Promotional offer for the purchase period—22 May to 31 December 2023. Contact your Territory Manager today.

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