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## NUMBER ONE GLOBAL BESTSELLING AUTHOR JEFF KINNEY KICKS OFF SOCIALLY DISTANCED ADVENTURE BOOK TOUR

*Diary of a Wimpy Kid* author to make curbside visits to independent bookstores and real awesome friendly children in support of *Rowley Jefferson's Awesome Friendly Adventure*, releasing August 4, 2020

New York, NY (July 16, 2020)—Amulet Books, an imprint of Abrams Children's Books, announced today Jeff Kinney's "**Awesome Friendly Adventure Tour**," timed to the publication of his new novel *Rowley Jefferson's Awesome Friendly Adventure*. Releasing on August 4, 2020, in hardcover, ebook, and audio editions, *Rowley Jefferson's Awesome Friendly Adventure* has a 3-million-copy announced first printing and will be released simultaneously in 17 countries with 5 more to follow later this year. Written from the imagination of Rowley Jefferson, this is Jeff Kinney's first Wimpy Kid fantasy book, in which beloved characters Rowley and Greg Heffley are known as "Roland the Kind" and "Garg the Barbarian" and embark on an epic quest to save Roland's mom.

Deeply empathetic to the challenges that families as well as small businesses are facing during the coronavirus health crisis, Kinney was inspired to reimagine the traditional book tour model within social distancing guidelines. Each day a new independent bookstore along the east coast will host a pop-up Awesome Friendly curbside book pick-up event at which Kinney will personally deliver children their signed copies of *Rowley Jefferson's Awesome Friendly Adventure*.

Along the tour route, Kinney will surprise real Awesome Friendly children of essential workers and children who have otherwise been affected by COVID-19 with signed books and Wimpy Kid prizes. Traveling in a wrapped "Awesome Friendly Adventure" van, Kinney will visit bookstores including Word Up Community Bookshop in Washington Heights, New York; Watchung Booksellers in Montclair, New Jersey; BookTowne in Manasquan, New Jersey; Children's Book World in Haverford, Pennsylvania; RJ Julia Booksellers in Madison, Connecticut; Titcomb's Bookshop in East Sandwich, Massachusetts; The Odyssey Bookshop in South Hadley, Massachusetts; and Northshire Bookstore in Manchester Center, Vermont.

"Even though this tour is much different, I can't wait to connect with my fans and meet real Awesome Friendly kids along the way," said Kinney. "I hope the tour will bring readers some much-needed celebration and positivity in the spirit of Rowley and his Awesome Friendly Adventure."

*Rowley Jefferson's Awesome Friendly Adventure* is the follow-up to *Diary of an Awesome Friendly Kid*, which was published in April 2019 and follows the undauntedly cheerful Rowley Jefferson as he takes on the role of biographer, recording his best friend Greg Heffley's life story. The first *Diary of a Wimpy Kid* spin-off book, *Diary of an Awesome Friendly Kid* immediately reached #1 on the *New York Times*, *USA Today*, and *Wall Street Journal* bestseller lists, and in every country in which it was published. Over a year later, it remains in the top ten on the *Times* list.

*Rowley Jefferson's Awesome Friendly Adventure* will be followed by the publication of the fifteenth title in the *Diary of a Wimpy Kid* series, *The Deep End*, on October 27, 2020. More than 250 million copies of the books in the *Diary of a Wimpy Kid* series have been sold globally. Published in 2007, the first book was an instant bestseller and has remained on the *New York Times* bestseller list since its publication and through the release of the fourteenth book, for more than 716 weeks total. The series is now published in 65 languages and 78 editions.

### About the Author

Jeff Kinney is a #1 *New York Times* bestselling author and a six-time Nickelodeon Kids' Choice Award winner for Favorite Book for his *Diary of a Wimpy Kid* series. Jeff has been named one of *Time*'s 100 Most Influential People in the World. He is also the creator of Poptropica, which was named one of *Time*'s 50 Best Websites. He spent his childhood in the Washington, D.C., area and moved to New England in 1995. Jeff lives with his wife and two sons in Massachusetts, where they own a bookstore, An Unlikely Story. For more about Wimpy Kid visit [wimpykid.com](http://wimpykid.com).

### About ABRAMS

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