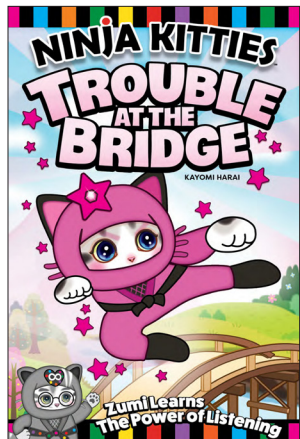




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## **Ninja Kitties: An Exciting Graphic-Style Novel Series for Young Readers Coming from Fox Chapel Publishing**



**Lancaster, PA**—Fox Chapel Publishing is excited to unveil a captivating series of graphic-style novel books for young readers, featuring the adorable and heroic Ninja Kitties. Brimming with themes of goodness, kindness, and empathy, these books follow the adventures of seven royal kitties who harness their ninja skills to protect and serve.

In this innovative format, children will be immersed in the world of the Ninja Kitties and inspired to embrace their own unique strengths. Collaborating with the esteemed creator Kayomi Harai, Fox Chapel Publishing has brought to life a series that empowers young children and encourages them to believe in themselves. Get ready to embark on an extraordinary journey with the Ninja Kitties as they leap off the pages of these exciting graphic-style novels!

Harai and the Fox Chapel team also collaborated with innovative storyteller Rob Hudnut to create message-driven stories for the series. Hudnut, who also helped launch popular stories for Barbie, Hot Wheels, Rescue Heroes, and other memorable Mattel brands, created storylines for the Ninja Kitties books that provide a strong family focus as well as social and emotional learning tools for kids today.

The psychology of play was also a key factor during the creation of Ninja Kitties. Brand advisor Sujata Luther, a former EVP of Nickelodeon Consumer Insights, was on the creative board to map out characters and situations that would make a strong impact on children and their families—especially during today's environment.

The first four books in the graphic-style format launches Fall 2023.

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**Adorably endearing characters, rich delicious visuals, and delightfully funny stories, Ninja Kitties provides kids with messages of goodness, kindness, bravery and empathy, all set within a loving family and community.”**

**—SUJATA LUTHER**  
FORMER EVP  
NICKELODEON  
CONSUMER  
INSIGHTS, COO MGA  
ENTERTAINMENT, SR VP  
GLOBAL CONSUMER  
INSIGHTS MATTEL

