

## 1ST KIDS BOOK SERIES ABOUT RACING

# WELCOME, RACERS!

Introducing Red Racer Books, a series of children's books exploring the world of motorsports.



### WHY WE'RE HERE

- 🚩 F1 will hit 1 Billion fans in 2022 according to Nielsen ratings
- 🚩 F1 Viewership is setting record numbers in the US based on ESPN ratings
- 🚩 F1 fandom in the US is skyrocketing, with discussions to add a third Grand Prix (in addition to Austin and Miami) in Las Vegas.
- 🚩 Netflix's "Drive to Survive" is a huge component of the growth and their 4th season is launching in March
- 🚩 While F1 has a glut of content for adults, there is little to nothing for children or families.
- 🚩 Major F1 related films are in the works with actors such as Brad Pitt, Adam Driver and Penelope Cruz.

### ABOUT THE BOOKS

The first book, ABCs of Racing, teaches concepts about racing with Red Racer as your guide. The books are full of gorgeous illustrations, inspired by actual race tracks and racing situations around the world, to engage both kids and parents.

### THIS IS NOT YOUR TYPICAL ABC BOARD BOOK!

- 🚩 34 vividly illustrated pages that follow the alphabet with detailed explanations for each new racing term!
- 🚩 It's great for kids of many ages, particularly for 3-8 year olds.
- 🚩 A great way to introduce basic concepts and terms around car racing to your kids, it's also incredibly fun for adults, too!
- 🚩 Available in both English and Spanish versions, with over 10 different definitions and images across the two.



### OUR MISSION

To give kids in the US and beyond a global perspective on sportsmanship, diversity, science and technology.



## OUR VALUES



Educating while  
Entertaining



For Kids and  
Parents alike



Full  
Representation



Multilingual +  
Multicultural



Beyond The  
Books



## KICKSTARTER WILL LAUNCH ON 2.22.22

We're launching our book series on Kickstarter to generate interest and pre-orders before officially selling our books at large. We are including many fun rewards along with the books such as a coloring book, personalized digital prints, stickers and more!



The part of racing that I'm most fascinated by is the science behind it all - the huge teams of engineers working on the physics, aerodynamics and cool tech - I thought red racer books could be a great way to introduce STEM concepts to kids and get them excited about something new.

*-Andy Amendola, Founder, Creator of Red Racer Books.*



## MEET THE AUTHOR

Andy Amendola has always loved driving, but when he was introduced to Formula 1 racing via the hit Netflix series Drive To Survive, it was love at first sight. He became fascinated with the sport, and here we are! Andy grew up in Florida but his family are immigrants from Uruguay, in South America.



## MEET THE ILLUSTRATOR

Wei Ren is an illustrator from China, currently living in Fuzhou, Fujian. Originally a UI designer, he's a remarkable artist and painter and has recently taken on more illustration work. This is his first time working on a full children's book.



To learn more, contact [hello@redracerbooks.com](mailto:hello@redracerbooks.com)

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