



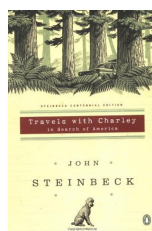
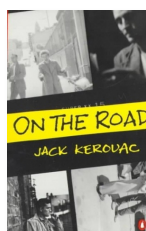
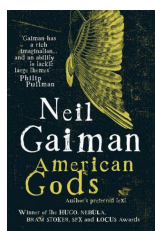
National Parks & Road Trips

Canoeing down the Colorado to your Grand Canyon campsite with fish you caught for lunch along the way, stopping at every kitschy small-town America dive on Route 66 for a road trip on Memorial Day, picnicking under towering redwood trees after eating oysters at California's Point Reyes Bay, all await you with our National Parks and Trips guides in May.

For a complete list of Lonely Planet titles to anchor your promotion, please see reverse side.



OTHER SUGGESTED TITLES



Fiction

The Bean Trees by Barbara Kingsolver
Anna Pigeon Mysteries by Nevada Barr
Zen and the Art of Motorcycle Maintenance by Robert M. Pirsig
The Electric Kool-Aid Acid Test by Tom Wolfe

History

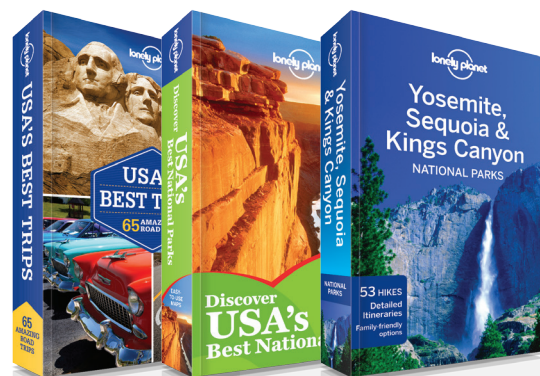
The National Parks: America's Best Idea by Dayton Duncan and Ken Burns
Ansel Adams in the National Parks by Ansel Adams
The Wilderness Warrior by Douglas Brinkley
Assassination Vacation by Sarah Vowell

Children's and YA

Becoming Chloe by Catherine Ryan Hyde
Amy and Roger's Epic Detour by Morgan Matson
13 Little Blue Envelopes by Maureen Johnson
Paper Towns & An Abundance of Katherines by John Green
America's National Parks, a Pop-Up Book by Don Compton

Cooking

Virgil's Barbecue Road Trip Cookbook by Neal Corman
Roadfood by Jane & Michael Stern
Diners, Drive-Ins, and Dives by Guy Fieri



COMMUNITY EVENT IDEAS

- » **Films to watch:** *On the Road*, *It Happened One Night*, *Two for the Road*, *National Lampoon's Vacation*, *Easy Rider*, *Sideways*, *Thelma and Louise*, *Pee Wee's Big Adventure*, *Butch Cassidy & the Sundance Kid*, *The National Parks: America's Best Idea*
- » **Celebrate Memorial Day on May 26.** Get ready for camping season by inviting a local ranger or city official to come speak about your area's parks, lakes, and campgrounds.
- » **Get in a road trip mood** by adding postcards, model cars and fuzzy dice to your display, or even raffle off gas cards to your customers.
- » **Book club event:** Celebrate the granddaddy of all road trip stories by hosting a book club for *On the Road*, the perfect inspiration for getting out and seeing the world by car.



TRIVIA for shelf talkers, in-store contests or social media feeds

1. **How many US National Parks are there?**
 Answer: 58
2. **What is the longest interstate highway in the US?**
 Answer: At 3099 miles, Interstate 90 stretches from Seattle to Boston.
3. **What is the most visited National Park in the United States?**
 Answer: *The Great Smoky Mountains*, which hosted over twice the number of tourists than *The Grand Canyon*, the second most popular park.

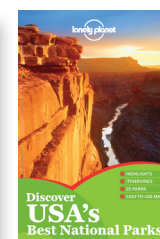


After researching top travel trends for the year, Lonely Planet has chosen the following destination and key titles for this month's promotion. To encourage your participation in our Destination of the Month program, we are offering **50% off and free freight on 10+ units**. Offer good on a single order, April 1 through April 21, for May promotions.

ISBN	TITLE	PUB DATE	PRICE	QUANTITY
9781741794052	Banff, Jasper & Glacier National Parks 3	2/1/12	19.99	_____
9781741798104	California's Best Trips 2	2/1/13	22.99	_____
9781742204918	Discover USA's Best National Parks 1	3/1/12	24.99	_____
9781741798135	Florida & the South's Best Trips 2	2/1/14	24.99	_____
9781741794045	Grand Canyon National Park 3	2/1/12	19.99	_____
9781741798111	New England's Best Trips 2	2/1/13	22.99	_____
9781741798142	New York & Mid-Atlantic's Best Trips 2	2/1/14	24.99	_____
9781741798159	Pacific Northwest's Best Trips 2	2/1/13	22.99	_____
9781741798128	Southwest USA's Best Trips 2	2/1/14	24.99	_____
9781742200637	USA's Best Trips 2	3/1/14	24.99	_____
9781741794076	Yellowstone & Grand Teton National Parks 3	2/1/12	19.99	_____
9781741794069	Yosemite Sequoia & Kings Can National Parks 3	2/1/12	19.99	_____
9781741045741	Zion & Bryce Canyon National Parks 2	2/1/11	19.99	_____
	National Parks & Road Trips Destination of the Month Table Sign (8 1/2 x 11)	GRATIS		_____



▲ **Table sign (above)**
(8 1/2" x 11")



Please clearly indicate on your purchase order that you would like the "Destination of the Month Promotion."
If you are submitting via EDI, please notify us in advance by emailing customerservice@lonelyplanet.com.

Account Name: _____	Account #: _____	PO# _____
_____	Phone _____	_____
Address _____	Email _____	_____

TO ORDER:
Toll Free: (800) 275-8555
 (9am to 5pm Pacific Time)
24-hour fax: (510) 893-8563
Email: customerservice@lonelyplanet.com

Office address:
 Lonely Planet Publications
 150 Linden Street
 Oakland, CA 94607
www.lonelyplanet.com

Visit Lonely Planet on Edelweiss
 for more Destination of the Month
 content and ideas.

To opt-out of faxes, please email
customerservice@lonelyplanet.com.