

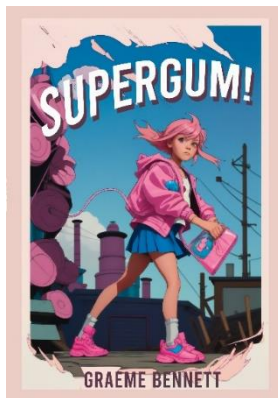
Book Press Release

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FOR IMMEDIATE RELEASE

New book, *SuperGum!*, is a candy factory tour fantasy

Bubblegum factory fantasy is a fond portrait of the golden age of candy culture



Surrey, BC, July 10, 2024—In *SuperGum!*, the latest children’s book from Canadian author and illustrator Graeme Bennett, a bubblegum enthusiast visits America’s #1 chewing gum factory and tests an unreleased product that proves to be irresistible. Based on the enthusiasm for bubblegum expressed by the author’s own eleven-year-old daughter and the author’s experience of visiting the famous Kellogg’s cereal factory in Battle Creek, Michigan, this story vividly depicts the history and memorabilia of the Flavor Flair gum company and its famous mascot, Freddy Flavor.

You’ll learn about the company’s earliest success with the “Gummo” brand and its ventures into TV and radio with the high-flying space adventures of Freddy and his robot sidekick Clanky. And you’ll go behind the scenes with the young editor of *Gum Connoisseur* magazine to experience the dangerously irresistible taste of SuperGum. With full-colour illustrations by the author.

Key themes

Key themes include chewing gum, influencers, fanzines, journalism, photography, product development, production and marketing, advertising and theme park attractions. Suitable for ages 5 to 15.

Audience representation and inclusive themes

Audience: Kids and the young at heart of all ages.
11-year-old female protagonist.

Availability

SuperGum! deluxe hardcover edition (ISBN 978-1-7381993-7-2) is available from Ingram booksellers for US\$29.95.

For more information, please visit www.graemebennett.com

