TIP SHEET

Title: *The Runaway Piggy / El cochinito fugitivo*

Author: James Luna **Illustrator:** Laura Lacámara **Spanish translator:** Carolina Villarroel

Publication Date: November 30, 2010 **Pages:** 32 **Price:** $18.95 **Imprint:** Piñata Books

Trim: 8.5" x 11" **Format:** Hardcover **Ages:** 4 - 8 **ISBN-13:** 978-1-55885-586-1

The sun shines through the windows of Martha's Panadería onto the shelves of freshly baked treats. The bakery holds tray after tray of hot Mexican sweet bread—*conchas*, *orejas*, *cuernitos*, *empanadas*, and *cochinitos*—all ready for hungry customers.

In the classic tradition of *The Gingerbread Man*, James Luna's piggy cookie leaps off the baking tray and takes the reader on a mad dash through the barrio, past Lorenzo's Auto Shop, Nita's Beauty Salon, Leti's Flower Shop, and Juana's Thrift Shop.

The telephone repairman, the bus driver … each person the piggy encounters is greeted by his laugh and the repeated refrain: "Chase me! Chase me down the street! But this is one piggy you won't get to eat! I ran away from the others and I'll run away from you!" The *cochinito fugitivo* avoids being eaten by the long line of people chasing him through the neighborhood streets … until he meets a crafty little girl named Rosa!

Children—and adults too—will delight in the clever piggy's escape from Martha's Panadería in this entertaining re-telling of a familiar story set in a colorful Latino neighborhood. A recipe to make Mexican gingerbread pig cookies is included in both English and Spanish.

GENRE: Multicultural children's literature, Spanish-language / bilingual kids' books

SELLING HANDLES:

- This rollicking bilingual picture book re-tells a familiar story with a Latino twist
- Brightly colored illustrations accompany this entertaining tale that takes the reader through a lively Latino neighborhood.
- The piggy's repeated refrain will encourage literacy skills as children "read" along with parents.
- Includes a recipe for Mexican gingerbread piggy cookies.

AUTHOR CREDENTIALS:

JAMES LUNA is an elementary school teacher in Riverside, California. *The Runaway Piggy / El cochinito fugitivo* is his first published book.

LAURA LACAMARA is a Cuban-American artist and author. *Floating on Mama's Song / Flotando en la canción de mamá*, her picture book illustrated by Yuyi Morales, was published by HarperCollins in 2010. *The Runaway Piggy* is the first picture book she has illustrated. Laura lives in Venice, California, with her family.

PRAISE FOR *THE RUNAWAY PIGGY / EL COCHINITO FUGITIVO*:

Winner, Texas Library Association's 2011-2012 Tejas Star Award

"The story of *The Gingerbread Man* gets a lively Mexican makeover in this bilingual tale."—*Publishers Weekly*

"The runaway cookie in this Mexican bakery is a soft, brown, stubby-tailed piglet as impertinently bold and smug in his continual escape as his Gingerbread Boy cousin. [A] bouncy dual refrain extends the familiar cumulative text, rendered in both English and Spanish…Deep opaque acrylic paintings of a colorful barrio and its residents in pursuit add the right amount of cultural flavor to this vivid Latino retelling."—*Kirkus Reviews*