

30 YEARS AGO . . .

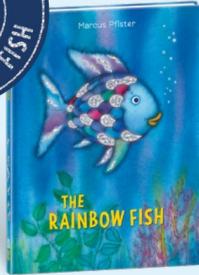
. . . a little fish with glittering scales set out on a long journey across the wide ocean. It took him into millions of homes and into the hearts of children all over the world.

Marcus Pfister was once asked what he liked most about the Rainbow Fish, and he answered: "I love the fact that he's not a typical hero. He's human, makes mistakes just as we do, and then tries to learn from them." Among other things, the Rainbow Fish has learned that sharing his glittering scales is far more enjoyable than keeping them all for himself. The Rainbow Fish is celebrating his 30th birthday with a new story about a swaggering teller of tall tales, and about how to deal with false information. In a world that sometimes seems completely topsy-turvy, a wise and positive

character like the Rainbow Fish remains a hero in the hearts of children by finding peaceful solutions to problems.

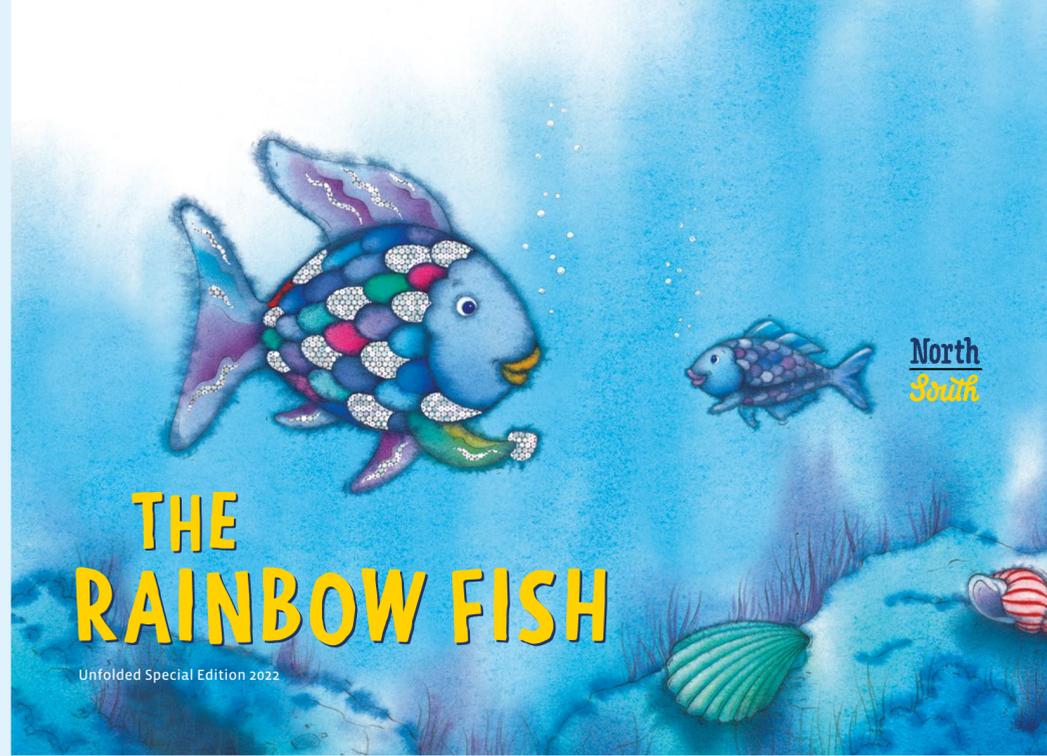


MARCUS PFISTER
The Rainbow Fish
32 pages / ages 4 to 8
ISBN: 978-1-558-58009-1



GIVEAWAY

To celebrate 30 years of The Rainbow Fish, 30 lucky winners will receive a folding storage box! Just email Congratulations, Rainbow Fish to info@northsouth.com with the address of your store, school or library. Open to legal residents of USA who are 18 years or older. Giveaway ends 11/11/22. Winners will be selected randomly and notified by email.



THE RAINBOW FISH

Unfolded Special Edition 2022

North
South

PLEASE TELL US, MARCUS PFISTER . . .

In 1992, the Swiss author and illustrator Marcus Pfister made his breakthrough with a story about a shiny fish. Today he lives with his family in Bern.

Is it true that another animal gave you the idea for the Rainbow Fish?

Yes, it was really strange. Thirty-eight years ago, I wrote and illustrated my first book, *The Sleepy Owl*. Years later, my then editor and publisher Brigitte Sidjanski remembered this and asked me if I'd like to write something else along the same lines. If you compare the two figures, you'll find lots of similarities.



vited me to a little book festival in Kathmandu.

What is one particularly lovely event including The Rainbow Fish that comes to mind?

Yes, it was a reading in Austin, Texas, in a Presbyterian church. More than 1,000 children came in yellow school buses, which were parked all around the church. When I did a live drawing of the Rainbow Fish, the children began to stomp and cheer as if it was a rock concert. It was a spine-tingling moment!

The Rainbow Fish once learned that sharing is a good thing. The new book focuses on lying and self-importance. What made you choose this subject? It's an unfortunate fact that you can't believe every word you read or hear. I realize the same subject has been tackled before, but recently the problem has become even more acute. Children especially, with their open and trusting nature, need to be forewarned. The book is meant to stimulate awareness and discussion.

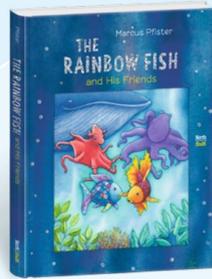


Turn me to the side. Can you tell which animal was the inspiration for the Rainbow Fish?

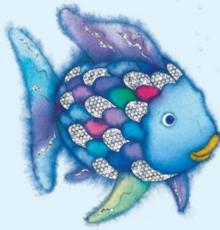
Since then, the Rainbow Fish has swum all around the world. Where was the most exotic place you have found him? Nepal. Shanta Dixit asked my permission to translate the book into Nepalese, and then she in-

FIVE IN A SINGLE SHOAL

This luxury edition celebrates the Rainbow Fish's 30th birthday. Five sparkling stories brought together in a single volume, cover 160 pages. Rainbow Fish and his friends enjoy the rewards of sharing, learn how to settle a quarrel, discover how to be a good loser, and more. Every page glitters, and there is also an appendix with games and DIY.



The Rainbow Fish and His Friends
160 pages / ages 4 to 8
ISBN: 978-0-7358-4506-0



"Dear Rainbow Fish, I wish that you will discover many more places on your journey around the world and delight generations with your stories!"

Marcus Pfister

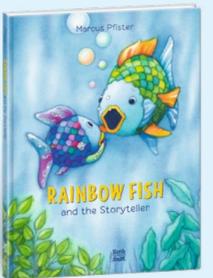
LIGHT INSTEAD OF LIES

In the new Rainbow Fish story, there are lies that would make your toes curl. Humbert, the fish who likes to fib, is a newcomer to the shoal, and he really stirs things up.

Humbert tells the tallest tales, which either scare the other fish or reinforce their prejudices. But Rainbow Fish stays calm. Once again, he shows his special talent for sensing what others feel. He has a chat with the new fish, asks him questions, and finds a way in which Humbert can use his story-telling gift harmlessly and to everyone's benefit. Marcus Pfister's newest Rainbow Fish book encourages discussion between adults and children

about the power of truth and lies. Which stories sound false? Would you believe a story from someone you just met? How would you react to a story that sounded scary? How would you go about finding out if it were true or false?

Even children make up stories at times. It's important to learn the difference between "untruths" which are harmless and ones that could be hurtful. When children leave the playground and are confronted by stories from many different sources, how will they react to and judge that information? Once again, Pfister shares a universal message for children through his beloved characters and their beautiful underwater world.



Rainbow Fish and the Storyteller
32 pages / ages 4 to 8
ISBN: 978-0-7358-4500-8

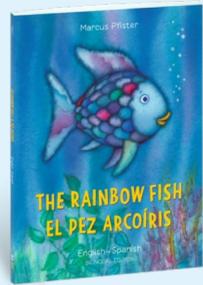
ONE WORLD, ONE FISH

Language is the most important key to integration and acceptance.

NorthSouth Books has been offering bilingual picture books as paperback editions since 2019. Great for early second-language learners, our bilibri editions of the bestselling titles *The Rain-*

bow Fish as well as the *Little Polar Bear* feature complete texts in English paired Spanish, Japanese, Korean, Chinese, Russian, German, French, Arabic, Vietnamese, Italian.

Check out northsouth.com/category/bilingual



The Rainbow Fish bilibri English-Spanish
32 pages / ages 4 to 8
ISBN: 978-0-7358-4371-4



The Rainbow Fish bilibri English-Chinese
32 pages / ages 4 to 8
ISBN: 978-0-7358-4373-8

ONE LITTLE FISH, LOTS OF IDEAS

The Rainbow Fish loves to participate in the joy of learning. In schools and nurseries all over the world, he's the subject of readings, paintings, DIY.

On the official website www.rainbowfish.us you will find plenty of ideas for activities and art projects including coloring pages, a recipe for Rainbow Fish cookies, and underwater world art. There are even instructions on how to make a glittering Rainbow Fish costume. Marcus Pfister explains how you can draw the fish yourself with just a few strokes of your pencil or brush, and reads his beloved classic for all to enjoy. Swim along with the Rainbow Fish.



Check out the free resources www.rainbowfish.us



A SEA OF STORIES



The Rainbow Fish Board Book
12 pages / ages 0 to 3
ISBN: 978-1-558-58336-2



The Rainbow Fish—Counting
12 pages / ages 0 to 3
ISBN: 978-0-7358-4148-2



The Rainbow Fish—Colors
12 pages / ages 0 to 3
ISBN: 978-0-7358-4147-5



Merry Christmas, Rainbow Fish
12 pages / ages 0 to 3
ISBN: 978-0-7358-4429-2



The Rainbow Fish / Bath Book
6 pages / ages 0 to 3
ISBN: 978-0-7358-1299-4



The Rainbow Fish Big Book
32 pages / ages 4 to 8
ISBN: 978-1-558-58441-9



The Rainbow Fish / Folding Storage Box
12.5 x 10.8
ISBN: 978-0-7358-4519-0



Available at Audiobook Stores, ASIN (TK)



Rainbow Fish to the Rescue
24 pages / ages 4 to 8
ISBN: 978-1-558-58486-0



Good Night, Little Rainbow Fish
32 pages / ages 4 to 8
ISBN: 978-0-7358-4082-9



Rainbow Fish and the Big Blue Whale
24 pages / ages 4 to 8
ISBN: 978-0-7358-1009-9



El Pez Arco Iris
32 pages / ages 4 to 8
ISBN: 978-0-7358-2189-7
The beloved book in Spanish!



CURIOS FOR MORE?

Please contact us at info@northsouth.com if you would like to receive one or multiple packs of 25 of the Rainbow Fish magazine for your store, school, or library. Available as long as supply lasts.

Impressum
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THE RAINBOW FISH

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