



**IMPORTANT LAYDOWN DATE ANNOUNCEMENT
(Supplement to the Scholastic 2021 Laydown Date Policy)**

Please note these additional Scholastic books with specific national laydown dates ("Restricted Titles") as follows:

Tuesday, October 12th, 2021	ISBN	Suggested Retail Price	Carton Quantity
The Christmas Pig	978-1-338-79023-8	\$29.99	20
12-copy Christmas Pig and Ickabog Mixed display	978-1-4431-9407-5	\$380.88	N/A
9-copy Christmas Pig solid display	978-1-338-81235-0	\$269.91	N/A
The Christmas Pig Ebook	978-1-338-79025-2	\$26.99	N/A

Tuesday, November 30th, 2021	ISBN	Suggested Retail Price	Carton Quantity
Cat Kid #2	978-1-338-78485-5	\$15.99	24
Cat Kid #2 RLB Edition	978-1-338-78486-2	\$34.99	24
Cat Kid #2 Ebook	978-1-338-78487-9	\$13.99	N/A
Cat Kid #2 24-Copy Solid Floor Display	978-1-338-79069-6	\$383.76	N/A

It is extremely important that you abide by the national laydown date for the above ISBNs. Should you receive your copies prior to the laydown date, you must ensure that these Restricted Titles are kept secure, are not placed on the selling floor and/or in any display areas, are not sold or otherwise distributed (including to your staff), and do not leave your secure environment prior to the laydown date.

As a reminder, any retailer, distributor, or retail distribution center, including its employees, officers and representatives, that shares information about or images of a Restricted Title, other than such information that is authorized to be released by Scholastic, before the laydown date on any social media, including but not limited to Facebook, Twitter, Instagram, Snapchat, Tumblr, TikTok and Pinterest, shall be in violation of this Laydown Date Policy and subject to the consequences set forth therein.

In order to receive these Restricted Titles prior to the laydown date, Scholastic must have received confirmation of a signed 2021 Scholastic Laydown Date Policy Contract. Should you have any questions or are in need of a contract, please send an email to trade@scholastic.ca. We appreciate your cooperation in this matter.