



**#Notarule Tour 2016**





## The Book Tour That Broke The Rules

Fueled by the message of Penguins Can't Fly, the 2015 #Notarule Tour was one unconventional book tour. The curious cavalcade of unusual events included stops in 25 cities, including five zoos, two ice cream parlors, national landmarks, a few bookstores, and even an art fair! Our goal was to create fun, memorable, and engaging events and experiences, with opportunities to break rules and decorate ugly cookies!





**penguins can't fly**  
+39 other rules that don't exist

jason kortecki

**penguins can't fly**  
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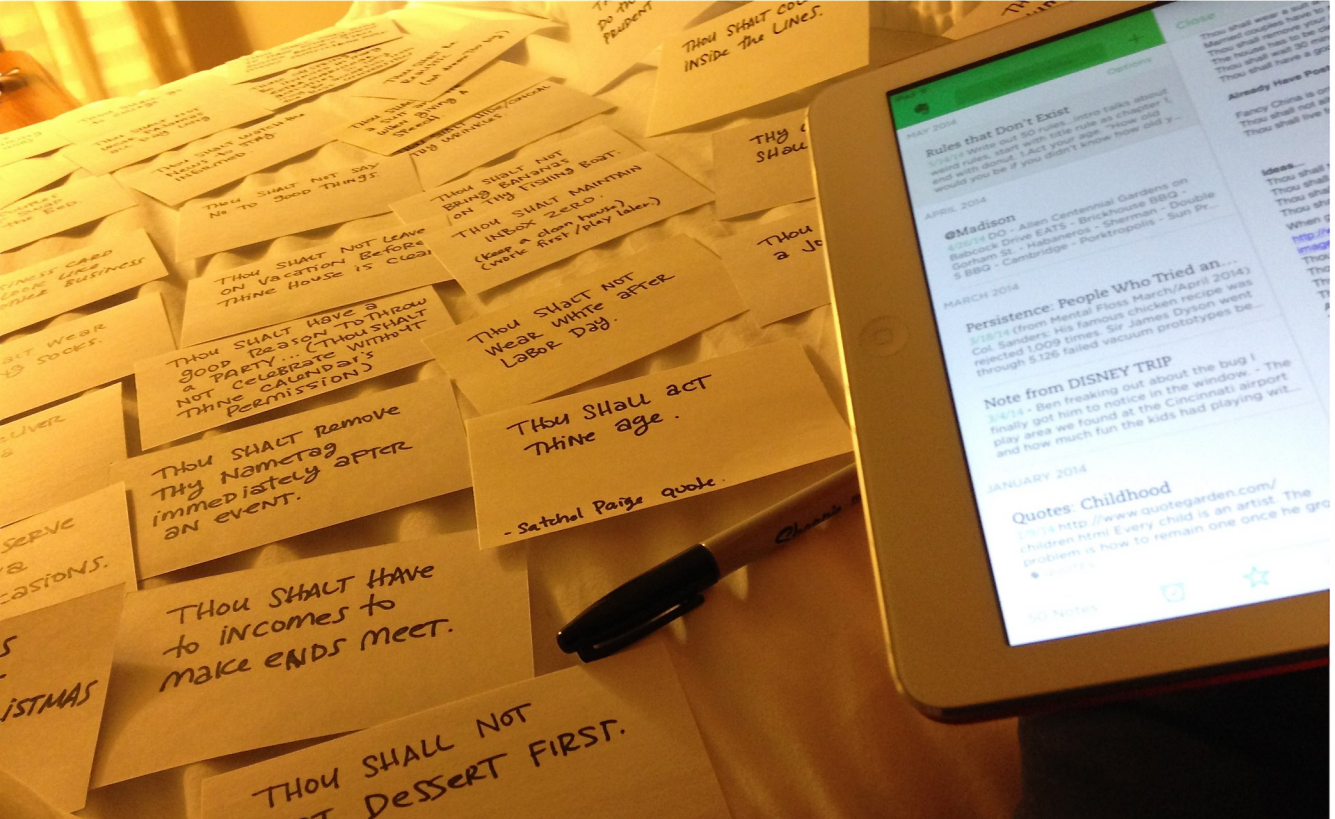


**pre-launch**





























~~penguins can't fly~~

. Fly.

*[Handwritten signature]*



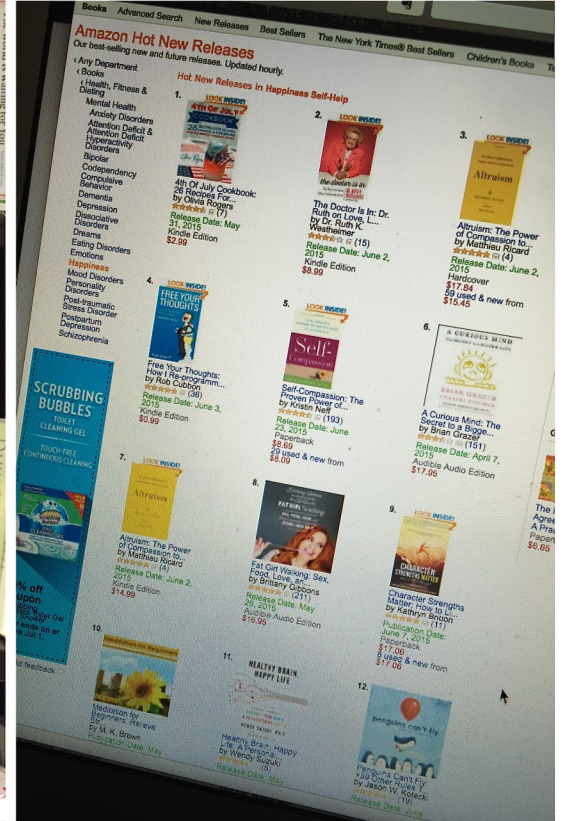


**launch day**















**#Notarule Tour**





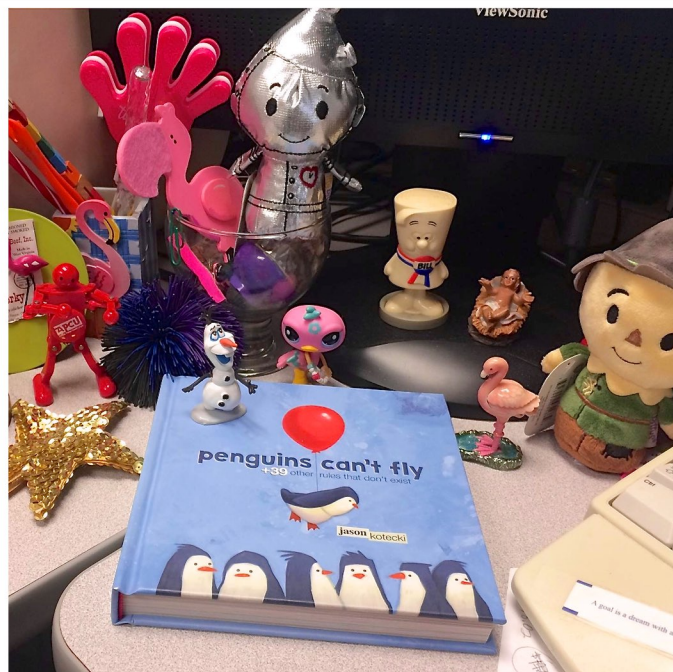




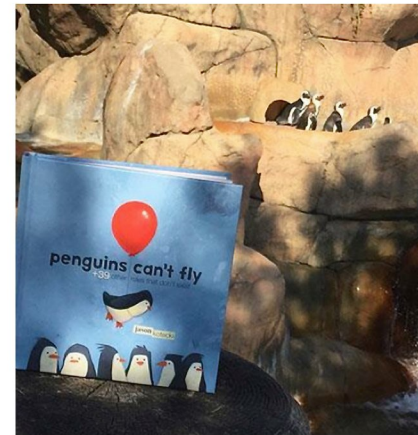
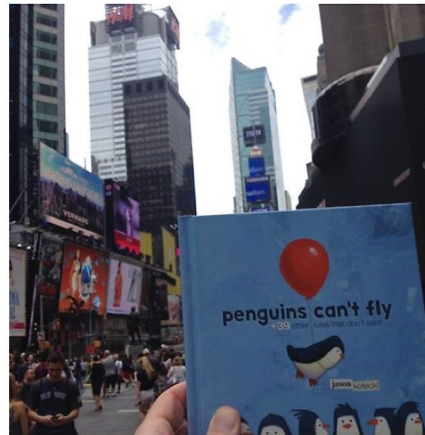








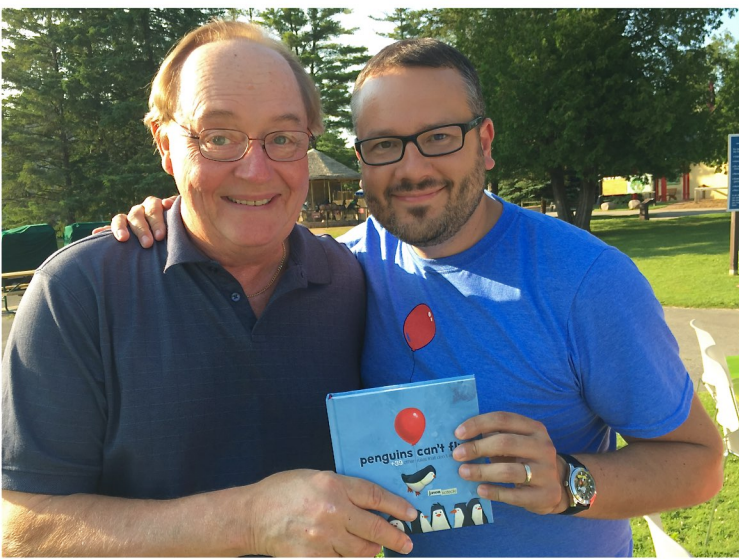








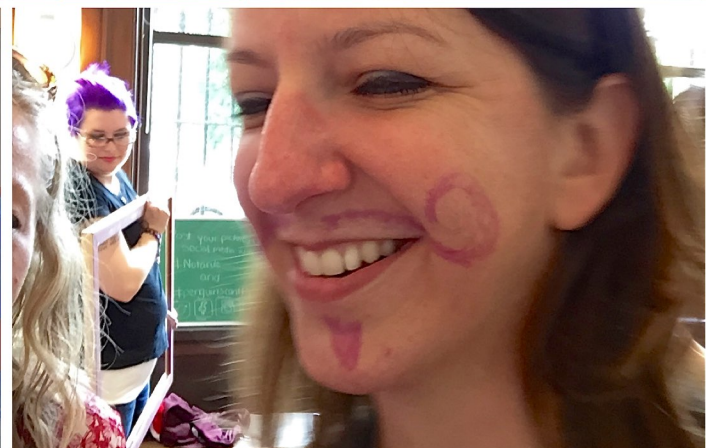




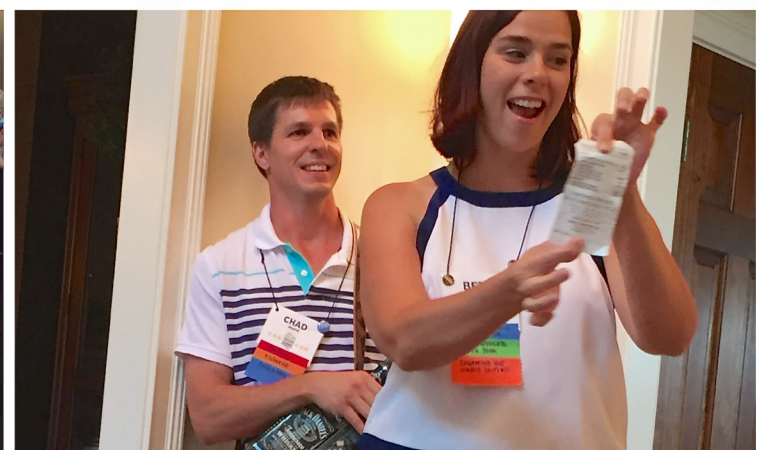




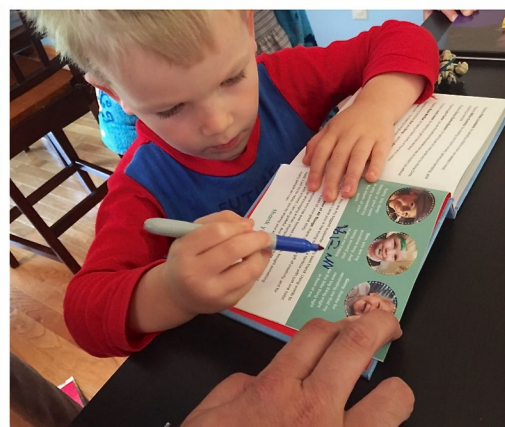
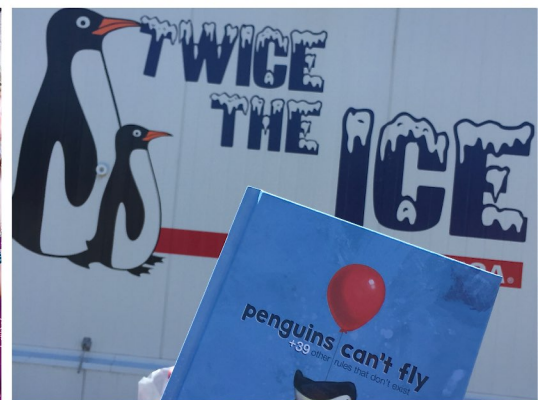








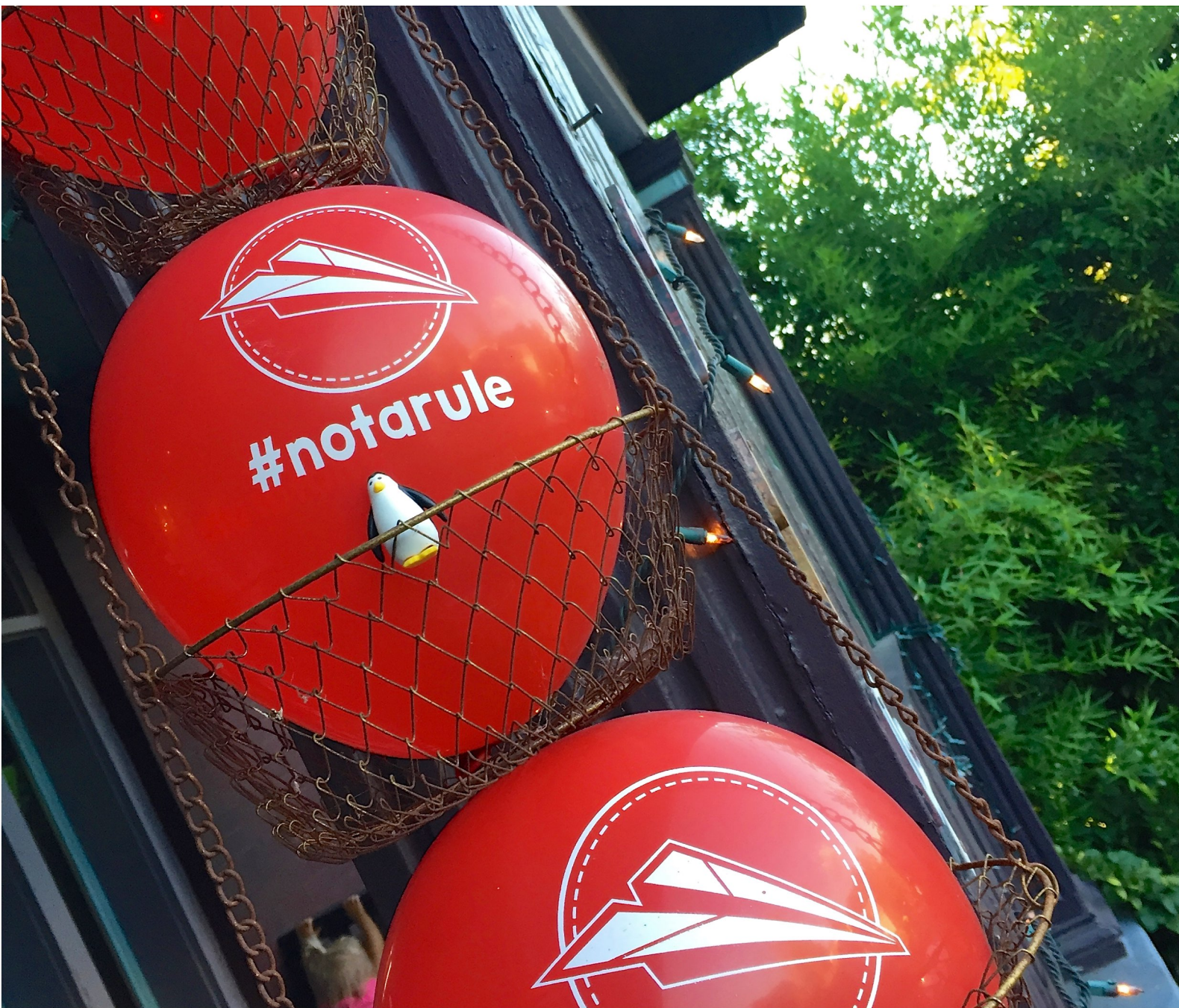












Pied Piper Creamery, Nashville, TN





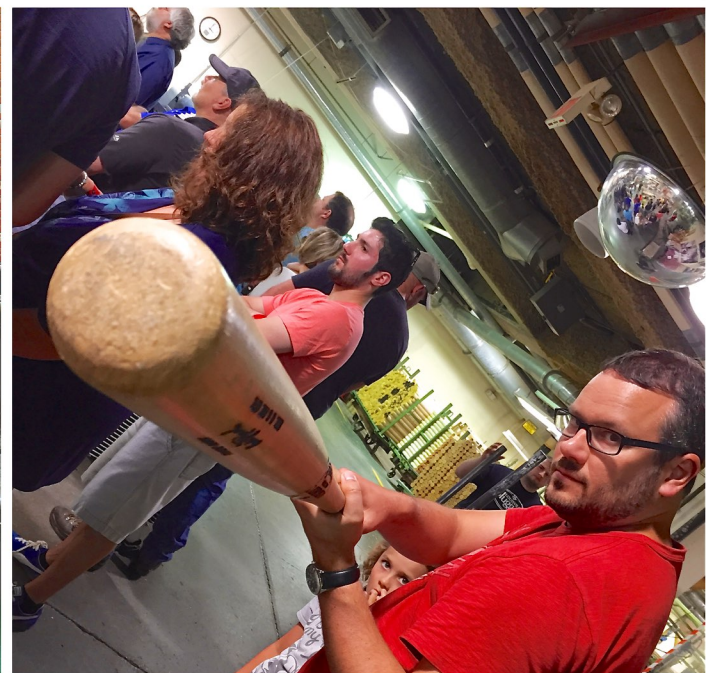








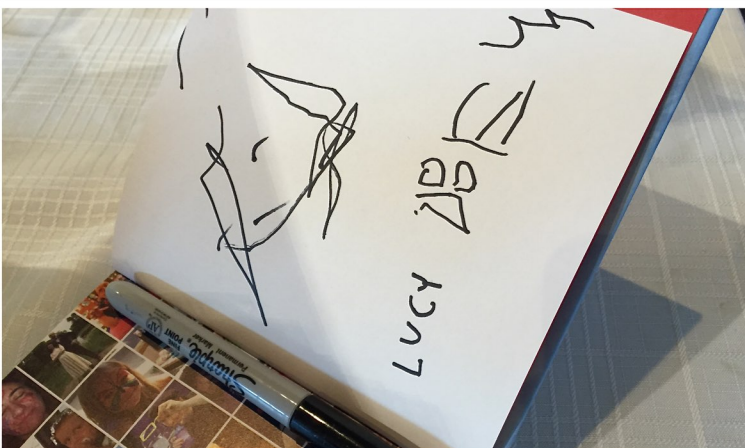




























Laura Ingalls Homestead, Desmet, SD













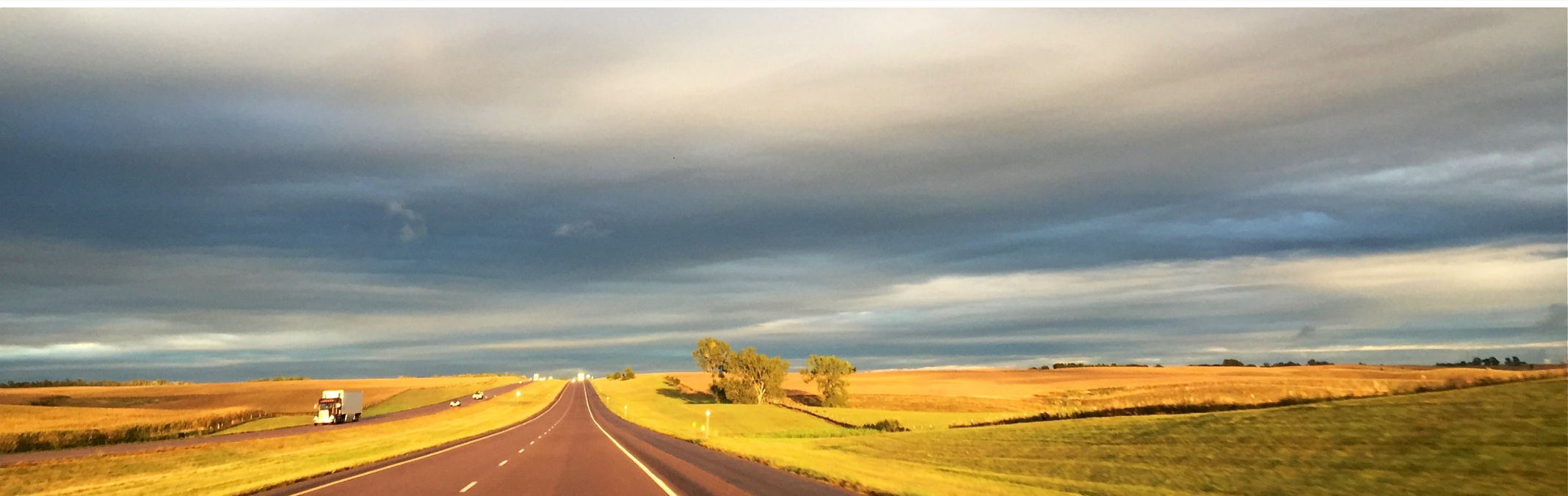












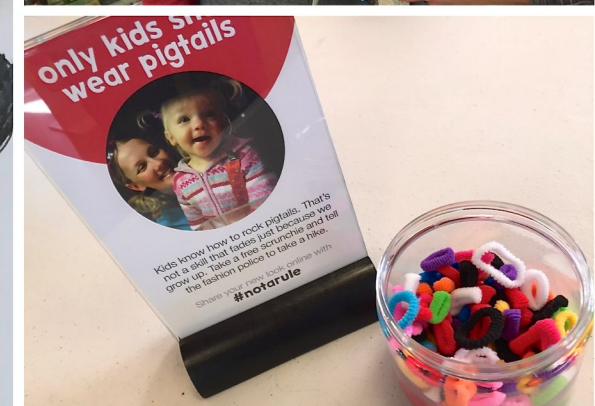
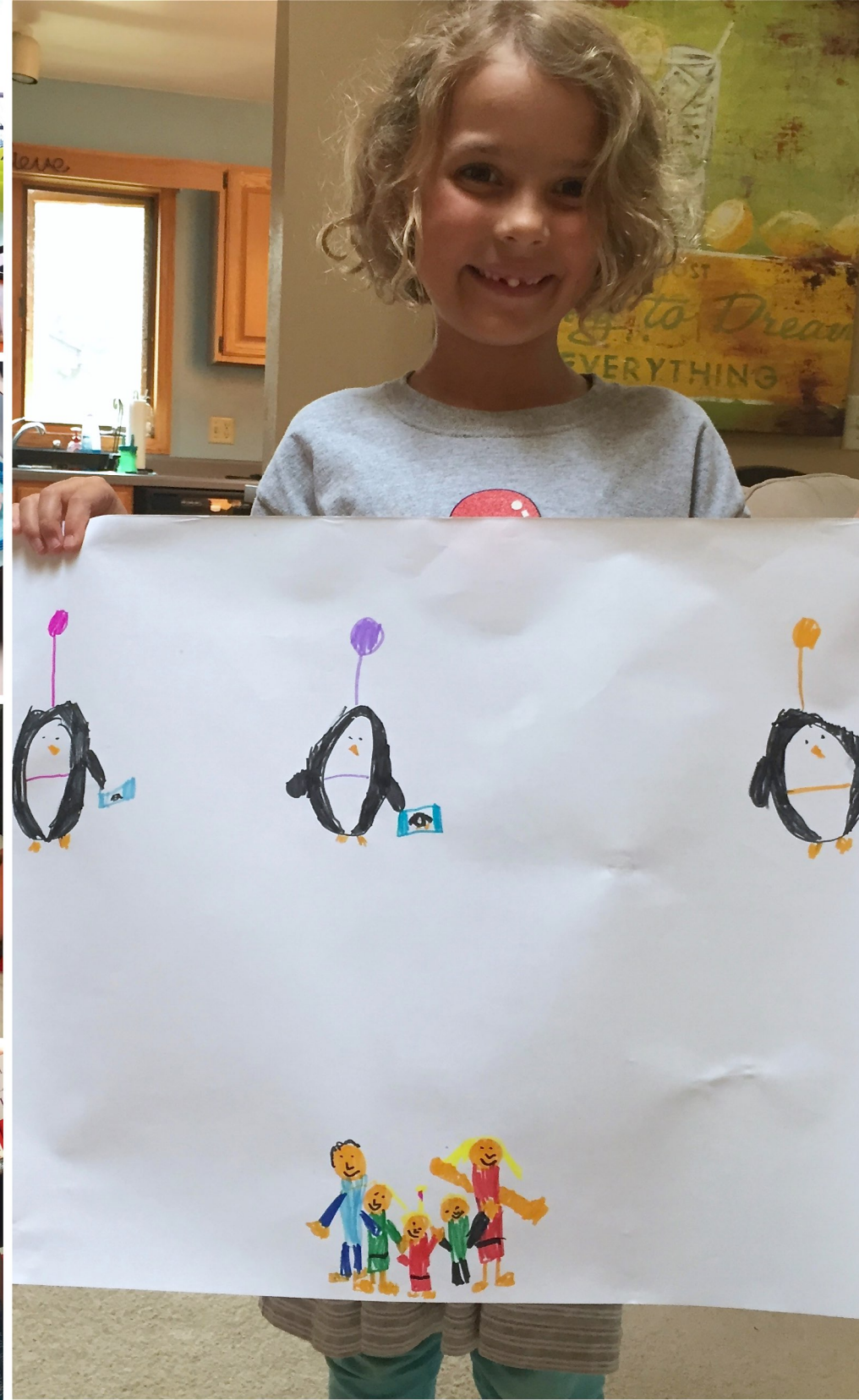
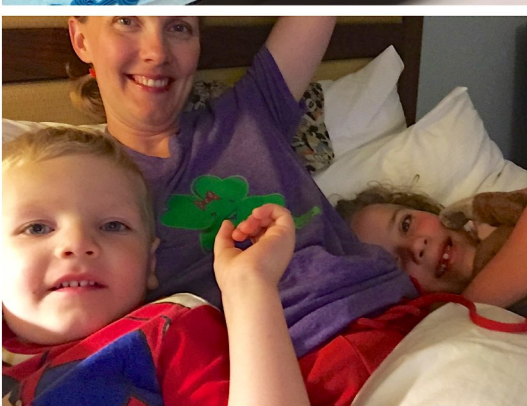




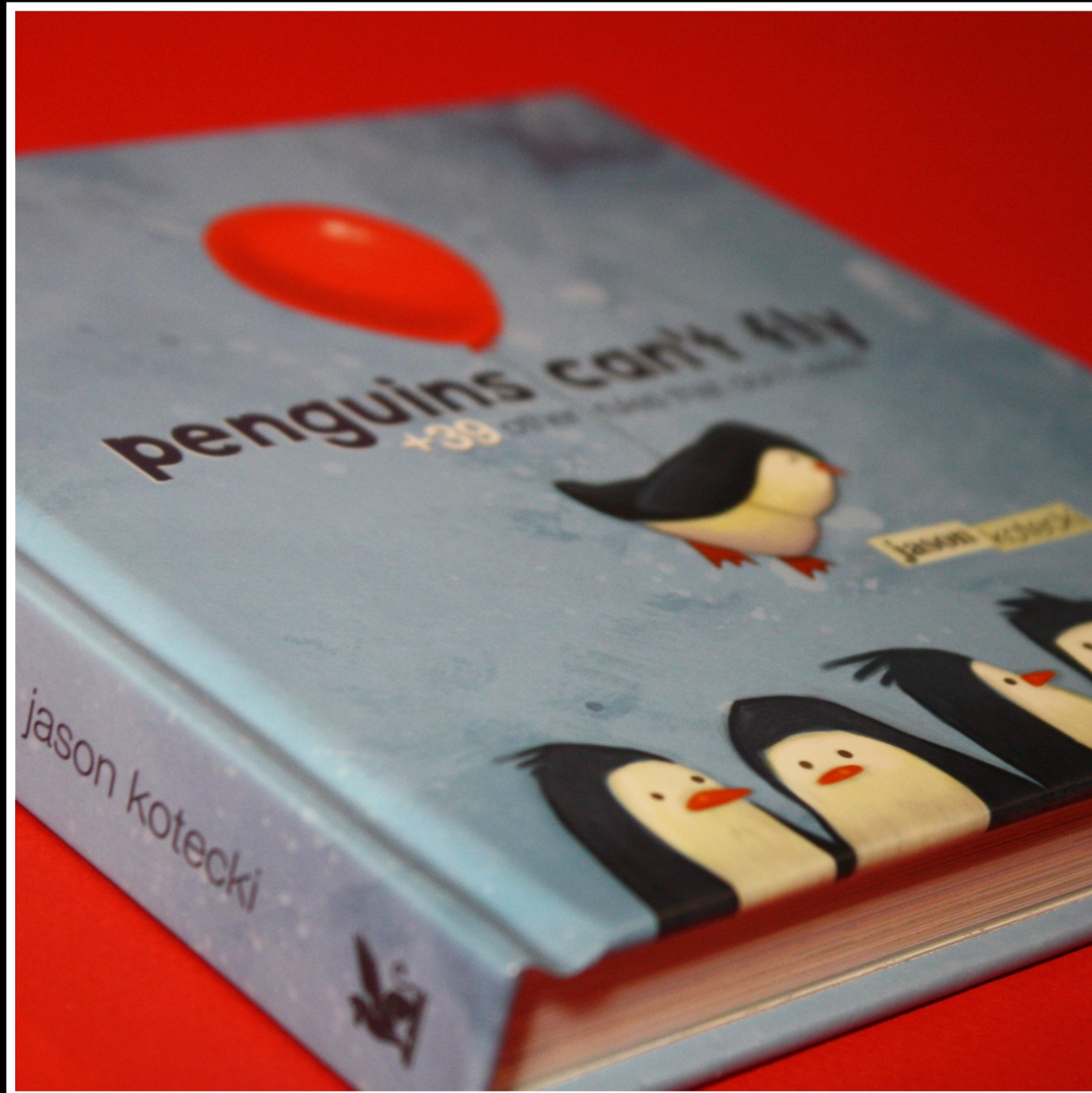














**Most of the time, the reason we didn't do the things we wish we would have is because they were too hard.**

Too scary. Too risky. Too uncomfortable. Too uncertain. Too...something.

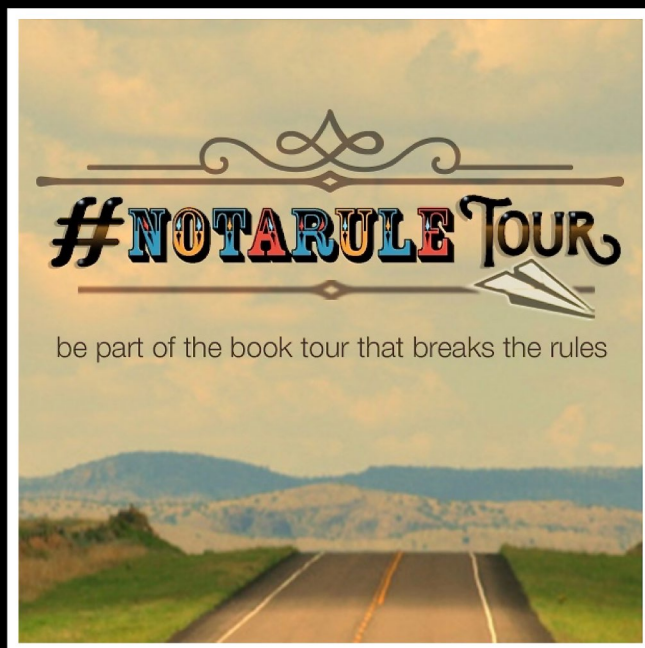
And yet the hardness is what makes the end result so worthwhile.

Mark Twain was right: "Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do." Playing it safe, doing what you've always done, and sitting on the couch binge-watching MacGyver is easy. Living a great story is hard.

But don't let Adultitis fool you into thinking it's not worth it.







### **#Notarule Tour Stops**

Ottawa, IL • Clearwater, FL • Green Bay, WI

Madison, WI • St. Charles, IL • Washington, DC

Duluth, MN • Bloomington, IL • Metropolis, IL

Nashville, TN • Birmingham, AL • Destin, FL

Louisville, KY • Indianapolis, IN • Savannah, GA

Racine, WI • Rochester, MN • St. Paul, MN

De Smet, SD • Mount Rushmore, SD

Mitchell, SD • Sioux Falls, SD • Peru, IL





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