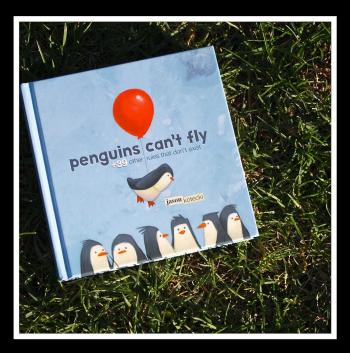


#### **#Notarule Tour 2016**



#### The Book Tour That Broke The Rules

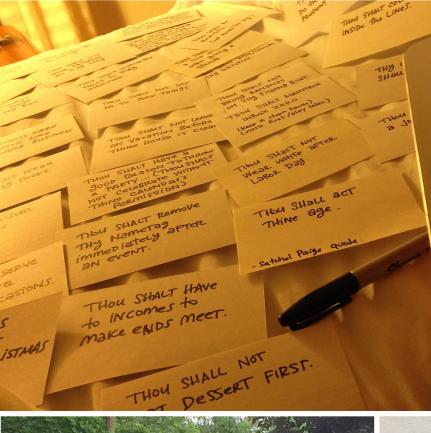
Fueled by the message of Penguins Can't Fly, the 2015 #Notarule Tour was one unconventional book tour. The curious cavalcade of unusual events included stops in 25 cities, including five zoos, two ice cream parlors, national landmarks, a few bookstores, and even an art fair! Our goal was to create fun,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

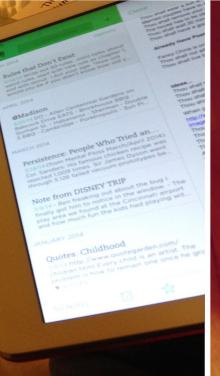


# pre-launch













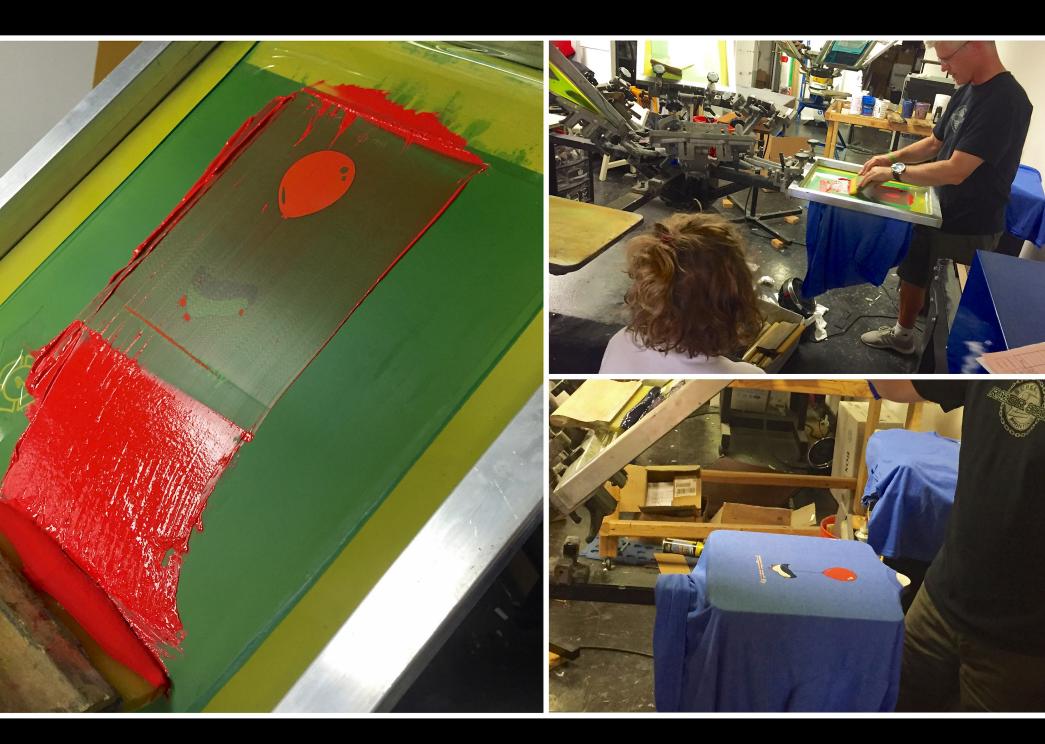




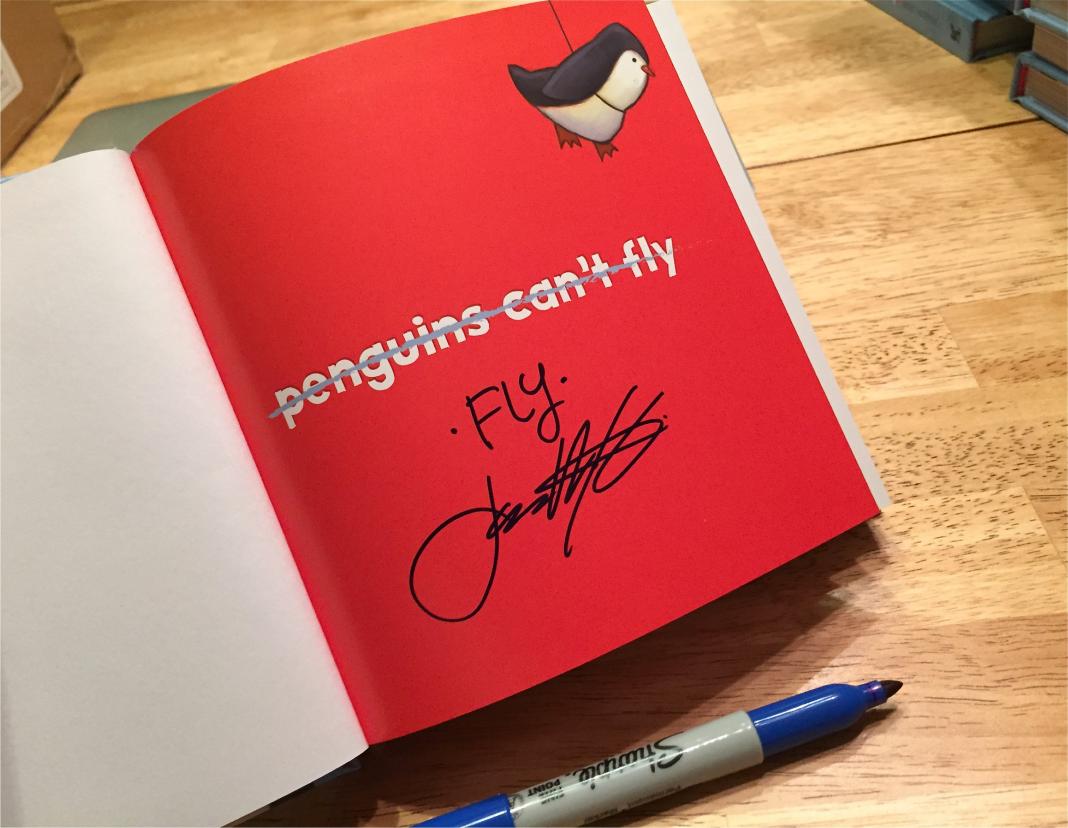




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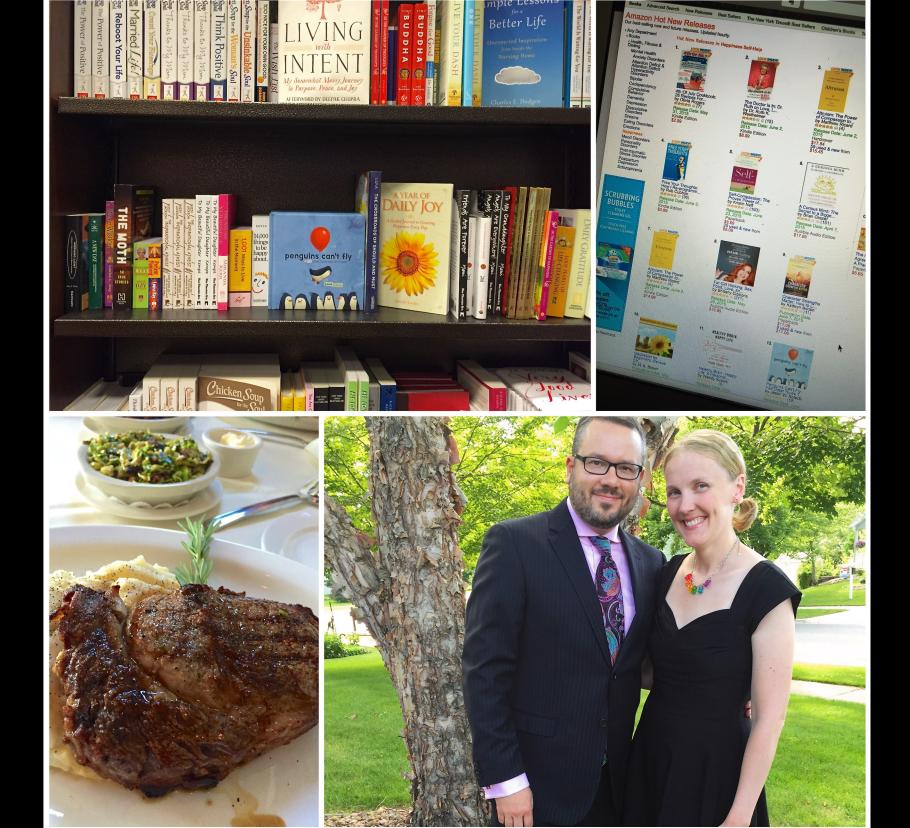






## launch day







### **#Notarule Tour**

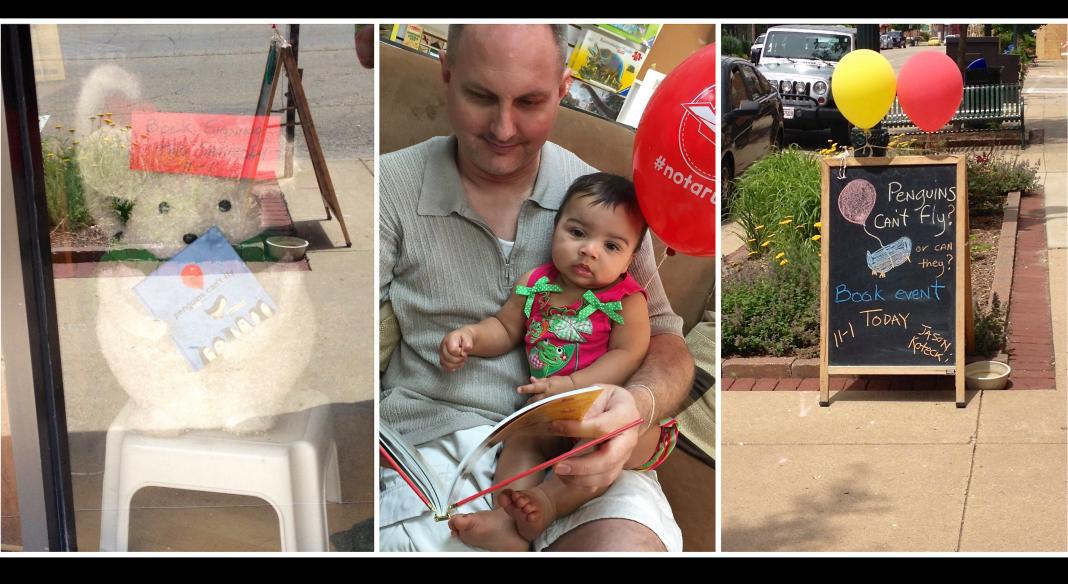














St. Martin's had to order a second printing before publication day. A third printing was ordered during the first week of publication.











#### Escaping adulthood Madison author Jason Kotecki tosses out the rules BY MICHAEL POPKE

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If you love Mondays, eat breakfast for dinner or have 5,738 emails cluttering your inbox, congratulations. These are signs that you, perhaps unwittingly, have escaped "adultitis" — which, according to Jason Kotecki, is "a sinister epidemic that transforms people into zombie-like doo-doo heads and makes the Black Death look like a trip to Disneyland."

The Madison-based author, artist and speaker is on a mission to help grownups

avoid burnout, embrace their creativity and achieve an enviable work-life balance. His actilieve an environme work-line valance, ma new book, Penguins Can't Fly + 39 Other Rules That Don't Exist, is a gorgeous yet whimsical collection that debunks some of the most useless so-called rules anyone over the age

of 21 feels a social obligation to follow. "The stuff I'm talking about is not rocket science," Kotecki says. "But I remind people

it's okay to escape adulthood." Kotecki, who is "39 going on 12," lives on Madison's northeast side with his wife (a former kindergarten teacher) and their three kids (all under the age of 7). He previ-Ously created greeting Cards, drew a carously created Steering Cardo, Cardo a while amassing a collection of 150 rules that don't exist and incorporating them into speaking engagements. Then along came Sun Prairie-based literary agent Michelle Grajkowski, who helped Kotecki pitch a book about those rules to Votecki pitch a book audut tituse tutes to ublishing houses in New York; editors at st. uonsning nouses in receiver to a vertex a comparison of the second denthusiastically, d Penguins Con't Fly went on sale June 23. "When you write a book about rules

#### why the 25-city, 13-state #Notarule Tour includes stops at five zoos, at least two ice Cream socials and Madison's Art Fair on the Square. Kotecki will appear at American

thou shalt not draw on thy children

Family Insurance's DreamBank, 1 N. Pinckney St., on July 11 from 1:30 to 3:30 p.m. Unconventional activities will include breaking rules that don't exist, including decorating ugly cookies and drawing on kids. That's one of Kotecki's favorites, by the

Way: "If you're a parent and you're not using that power to draw on your children, you're totally missing out." Penguins Can't Fly is similar to the Chicken Soup for the Soul series - only way cooler, with a square-shaped design, playful artwork, fun fonts and 236 warm and "Art has always been my first love, and l

look at myself as an artist first," Kotecki says "That leads into everything else. And hope fully, my work will make you laugh or think.

PARL

penguins can't fi



Dream Bank, Madison, WI





Hamburger University, Oak Brook, IL + Chateau Mund, St. Charles, IL

guins can't fly

CATA Lan't fly



















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Pied Piper Creamery, Nashville, TN











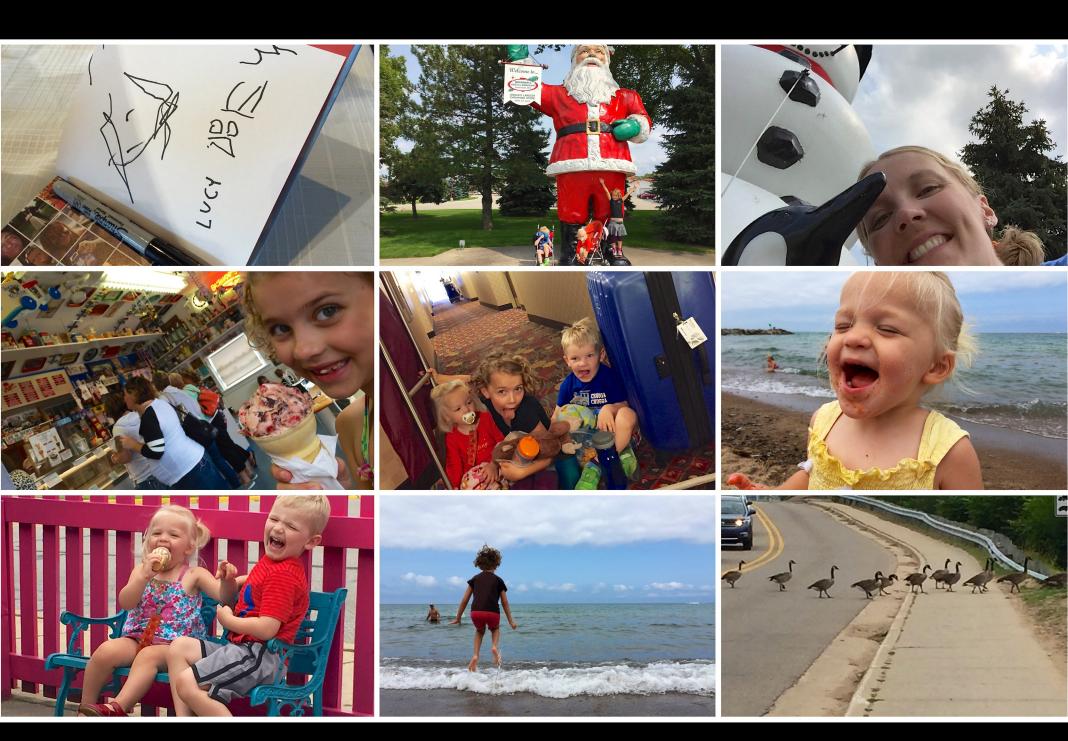


Destin, FL





The Scoop, Indianapolis, IN



Frankenmuth + New Buffalo, MI





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#notarule

























Mall of America, Bloomington, MN



































































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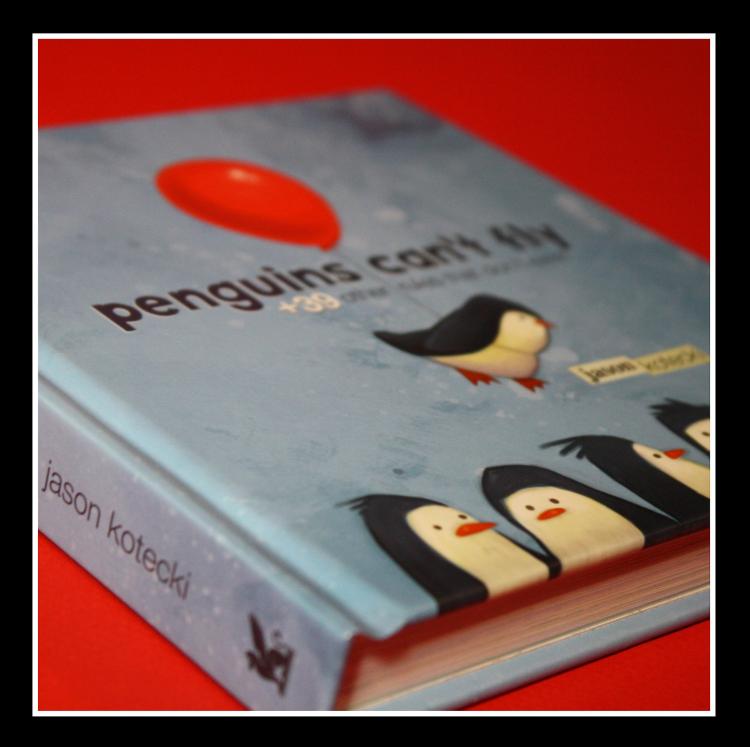












## Most of the time, the reason we didn't do the things we wish we would have is because they were too hard.

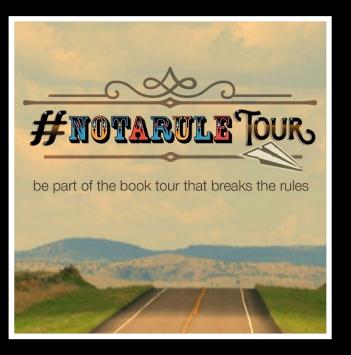
Too scary. Too risky. Too uncomfortable. Too uncertain. Too...something.

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



EscapeAdulthood.com/notaruletour