

Smart Pop Books

BOB ROSS' HAPPY LITTLE NIGHT BEFORE CHRISTMAS

ART BY BOB ROSS; WRITTEN BY ROBB PEARLMAN

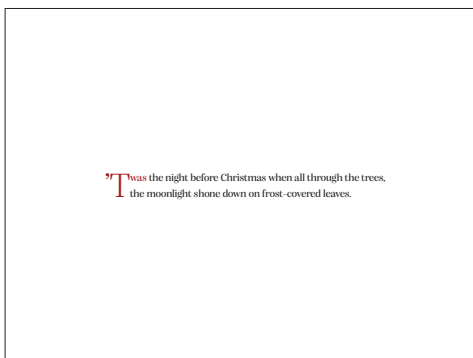


An instant holiday classic. A happy little Christmas miracle.

POP CULTURE ICON, painter, host, and teacher Bob Ross has never been more heralded—and needed—than he is today. Inspired by the classic Clement C. Moore story, this fully authorized tale of a painter (and his little squirrel friend) on a cold winter night has already become a holiday tradition for fans of all ages. Bob Ross's most beautiful winter landscapes are paired with a heartfelt meditation on embracing your inner creativity, the beauty of nature, and the feelings of peace, friendship, and harmony that blankets the entire holiday season like a happy little snowfall.

- **Promotional support on official Bob Ross platforms**
- **2022 IPPY Awards Silver Medalist—Holiday**
- **Robb Pearlman is a #1 New York Times bestselling author who has written more than 50 books**
- **Goodreads giveaways in November and December 2022**
- **Social media promotion and paid advertising**
- **BookTok and Bookstagram influencer mailing**
- **Promotion in Smart Pop's newsletter and social media**
- **BobRoss.com**
- **Facebook: /TheJoyofPaintingWithBobRoss (1.5M followers)**
- **Instagram: @BobRoss_TheJoyofPainting (224K followers)**

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Every tree deserves a friend.
And look, that one's tired, so give it a bend.
Add some shadows: they show the light.
And don't forget snow—use a touch that's quite slight.