

ON SALE
5/2/2023



978-1-4262-2362-4, HC, \$50.00 | 240 pages | 9-7/8 x 9-7/8

National Geographic Explorer, photographer, and founder of the Florida Wildlife Corridor project, Carlton Ward Jr., is releasing his highly anticipated book, *Path of the Panther*, a captivating exploration of one of the most iconic species in the Everglades and the emblem of the Endangered Species Act.

With stunning photographs and compelling narratives, *Path of the Panther* takes readers on a journey through the lives of these elusive and magnificent animals. From their daily struggles to survive in a rapidly changing world, to the tireless efforts of conservationists to protect their habitat, the book offers a unique insight into the world of the Florida panther.

Carlton Ward Jr. has spent almost two decades advocating for the Florida Wildlife Corridor, a critical network of public and private lands that can provide a lifeline for the panther. Through his lens and the words of fellow writers, *Path of the Panther* sets an inspiring example of how to balance human needs with those of the natural world.

***Path of the Panther* documentary, featuring Carlton Ward Jr., will premiere Spring 2023 on National Geographic and Disney+.**

■ NATIONAL PUBLICITY AND MARKETING CAMPAIGN

- Pitch national TV, radio, print and online as well as conservation outlets
- Regional media pitches to Florida and Georgia
- Cross-promote with NG Channel
- Collaborate with *National Geographic* and NGS
- Radio satellite tour with Ward Carlton
- Pitch photo gallery
- Targeted speaking opportunities
- Early buzz around Save the Florida Panther Day in March for pre-pub push
- Influencer blog tour
- Promotion with author's social media (209k Instagram, 3.9K Twitter)
- Social media campaign—Earth Day, Save the Florida Panther Day
- Goodreads promotion
- *National Geographic* print and digital ads
- *Outdoor Photographer* ad in conservation photography issue
- *Publishers Weekly* and *Library Journal* ads

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