



## ***The Red Harlequin Closes multi-Territory Publishing Deal***

### **Éditions AdA Acquires Worldwide French-Speaking Rights to YA Fantasy Series**

London, United Kingdom, (July 7, 2014) - Canadian publishing group Éditions AdA has acquired *Of Masks and Chromes* and *The Kingdom of Deceit*, the first two novels in Robert Ricci's YA fantasy series, *The Red Harlequin*.

Mylène Archambault, Rights Director at Éditions AdA, acquired all French-speaking rights in a deal with Lisa Hryniewicz, Head of Rights at Koko Media, literary agent for Ricci. The rights include the key markets of France, Belgium, Canada, French Speaking Switzerland, and French Territories. With around 300 new books per year Éditions AdA is one of the most important publishers in the French market, holding co-edition rights to top titles such as the *Divergent* trilogy (Veronica Roth), *Merlin* series (T.A. Baron), *Fablehaven* (Brandon Mull), *Beyonders* (Brandon Mull), and the *Sweep* series (Cate Tiernan).

Mylène Archambault explains, "It's with great excitement that *The Red Harlequin's* teenage hero makes us embark on an adventure, somewhere unknown, exciting, mysterious and dark. 'If you have followed me this far, then you know that my name is Asheva and that I am a Black Chrome.' The genius behind the storyline and the structural plot, happening in an alternate world divided by colours, where each person wears a mask to hide a reality that is not what it seems ... takes you to a time and space that you simply cannot forget. " 'Never give up - eventually even rivers can wash dams away.'"

*The Red Harlequin* is a series of fast-paced, coming of age fantasy novels aimed at 12-18 year olds. *Of Masks and Chromes* and *The Kingdom of Deceit* are the first two of a planned ten books, which take place in a visually stunning, imaginary world divided by Chrome Nations, besieged by political, social and moral struggles, which holds a mirror to the tumultuous global reality of today.

The first book was launched digitally on various platforms, including WATTPAD (which has 15 million unique monthly users), where it shot to #11

on WATTPAD's Adventure/Fantasy list in two weeks, and on Kindle, reaching #47 on its Juvenile Fantasy/Coming of Age Bestsellers list.

*The Red Harlequin* is being developed as a transmedia brand across various media, including music, licensing and film, with the intention of creating cross-promotional opportunities aimed at the core YA demographic. The first song of a Hip Hop album, *Behind the Mask*, has been produced and will be released digitally on social media and other on-line platforms. A full album is in development.

All rights to *The Red Harlequin* are managed by Koko Media.

\*\*\*

For more information see:

[www.theredharlequin.com](http://www.theredharlequin.com)

### **About the Author**

Roberto Ricci is a fiction novel, short story and screenplay writer, with first-hand experience in dealing with diversity and children. During his long and varied career he's worked as a journalist, been an officer in the Italian Army and a Senior Executive at Rainbow, a leading international children's entertainment company. A true citizen of the world, he also attended NYU and the European Business School. He has lived in Tokyo, New York, Rome, Milan, Paris, and London. Even more important, Mr. Ricci has children of his own, so he continually gets to re-experience the world in fresh perspective, through their eyes.

### **About Éditions AdA**

Éditions AdA has been a key player in the Canadian publishing industry for over 23 years. Firmly established in Youth, Young Adult and Adult fiction, some of AdA's top titles include the *Divergent* trilogy (Veronica Roth), *Merlin* series (T.A. Baron), *Fablehaven* (Brandon Mull), *Beyonders* (Brandon Mull), and the *Sweep* series (Cate Tiernan). In Canada AdA distributes in all bookstores in Québec as well as through mass markets outlets such as Costco, WalMart, Target, supermarkets and pharmacies. They also work with distribution partners in France, Switzerland, Belgium and any markets where French is spoken - including Africa, Sweden and South America, among others. Éditions AdA actively participate in ongoing promotions, publicity and marketing strategies with mass market distributors and larger bookstores (Archambault, Renaud-Bray). With about 300 titles published a year, Éditions AdA is one of the most important publishers in the global French language market today.

### **About Koko Media**

Koko Media is a Media Consultancy run by Lisa Hryniewicz, an International Executive with over twenty years of experience in the industry. Koko Media focuses on marketing, developing and promoting innovative concepts, books, programs and companies within the youth segment of the entertainment business across all platforms. Prior to Koko Media, Lisa was Director and Head of Distribution at TV Loonland (Paris and London) and founder of Salsa Distribution (Paris and Miami).

For more information contact:

Lisa Hryniewicz

KOKO MEDIA

[lisa@koko-media.com](mailto:lisa@koko-media.com)

Tel: +44 203 652 5629

Mob. +4478 1140 6366