

Press Kit

Merevale Creek Farm · Book 1 · Zoe and the Great Summer Jubilee

For review copies or additional assets: info@merevalecreekfarm.com

Series fact sheet

Series	Merevale Creek Farm
Books in series	4 (seasonal cycle, complete)
Publisher	Merevale Publishing
Book 1 publication	2026 (date TBC)
Age range	6–9 · UK Years 2–4
Word count per book	~16,000 · 12 chapters

Book 1 Zoe and the Great Summer Jubilee · Summer · Lead: Zoe · Out 2026

Book 2 Mabel and the Merevale Creek Mystery · Autumn · Lead: Mabel · Out 2027

Book 3 Squashy and the Winter Gathering · Winter · Lead: Squashy · Out 2028

Book 4 Chewy and the Spring Awakening · Spring · Lead: Chewy · Out 2029

One-paragraph pitch

Merevale Creek Farm is a four-book seasonal chapter-book series for newly-confident readers aged 6–9. A big, misunderstood Rottweiler arrives at a traditional British working farm and earns the trust of the animals through patient, consistent kindness, never through argument or explanation. Each of the twelve chapters retells a named public-domain fable, a small blue butterfly appears in every illustration, and 78 ladybirds are hidden in the pictures (one in Chapter 1, two in Chapter 2, building to twelve in Chapter 12). The theme of prejudice overcome by behaviour is shown, never stated. It is a book that entertains on the first read and rewards the third.

Key quotes for use

“A book whose structural architecture was designed from the ground up to escalate in comprehension demand across KS1 and KS2. The critical findings show where that architecture succeeds, where it introduces real challenge, and where teachers will need to provide scaffolding.”

Source: Curriculum Analysis KS1/KS2 v3.2, Merevale Publishing

“Zoe is a quiet, powerful dog who helps others belong, and shows that true strength is gentle.”

Source: Brand Bible v4.0, Merevale Publishing

“The central tension of prejudice undone by patient behaviour is never stated directly. It is shown. This makes it an unusually rich text for perspective-taking, inference and Philosophy for Children work.”

Cover image & character art

High-resolution cover images and character silhouettes are available on request for review purposes. Usage is permitted for editorial coverage of the series; commercial reproduction requires written permission.

Print specifications: 300 DPI · CMYK · 6" × 9" trim · Maximum 240% total ink density · Rich black (60C/40M/40Y/100K) for Zoe and Oscar

Interview Q&As

Why a Rottweiler?

Rottweilers are one of the most stereotyped dog breeds in the UK. Using one as a gentle, brave, misunderstood hero is a deliberate choice that challenges the assumption that appearance predicts behaviour, in a way that children feel viscerally and that adult buyers recognise immediately. The breed prejudice mirrors the story's central theme. It is not incidental.

Why fables?

Fables are the oldest form of moral storytelling for a reason, the lesson is embedded in the structure of the story itself, not added as a note at the end. Anchoring each chapter to a named fable gives teachers a comparative text for free, gives children a sense that the story is part of something much older, and gives the series a classical-literacy foundation that is unusual in contemporary children's fiction.

What is the ladybird mechanic?

One ladybird is hidden in Chapter 1's illustrations. Two in Chapter 2. Three in Chapter 3, building to twelve in Chapter 12. Total: 78 (a triangular number: $1+2+3+\dots+12$). The back page of every book challenges readers to find all 78. It is a seek-and-find mechanic that demands re-reads, rewards patience, and gives reluctant readers a reason to linger on every page. It operates entirely in the visual layer and does not interrupt the reading experience for those who don't know about it.

What is the blue butterfly?

A small Common Blue butterfly (*Polyommatus icarus*) appears in every chapter of every book. It never speaks. It is never named. It is never explained. Its meaning belongs entirely to the reader. Children debate it, parents have theories, teachers use it as a Philosophy for Children prompt. The question "what do you think it means?" is more valuable than any answer.

Is this a message book?

No. It is a story. The lesson is a consequence of the story, not its purpose. Zoe never announces the moral. No character explains what the book means. The design principle is: show, don't tell. Children who read the book without knowing anything about its themes will still finish it having experienced something. That is the test.

Contact

For review copies, high-resolution assets, author interview requests, or additional information:

Merevale Publishing

All enquiries via the contact form on this site, or directly to info@merevalecreekfarm.com

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