



2025/26 MEDIA KIT

The Frizzy Lizzy Series
By Liz Leonard
Illustrated by Katherine Hillier

www.frizzylizzy.com
@frizzylizzybooks

Updated October 2025

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FRIZZY LIZZY BOOKS

About: Our mission is to create and publish meaningful children's literature that speaks to our youth while they endure the ever-so-complicated and fragmented world of today. We aspire to evoke little heroes with whimsical tales and relatable challenges that force creativity, problem-solving and the magic of trusting one's instincts.

The Frizzy Lizzy Series: Join Frizzy Lizzy on a series of heartwarming adventures filled with family, friends, and a sprinkle of everyday magic. In the first book of the series, Lizzy and her sisters find themselves lost during a family hike. Faced with the daunting task of finding their way home, Lizzy steps up, using her sharp wit and trusty pocketbook to navigate the challenging situation.

Targeted at young children, "Frizzy Lizzy" teaches valuable life lessons about preparation, trusting one's instincts, and learning from challenges. Paired with the captivating illustrations of Katherine Hillier, the stories inspire children to be proactive, creative problem-solvers, and most importantly, to become their own heroes.

The "Frizzy Lizzy" series is a testament to the power of resourcefulness and the magic of everyday adventures. It's sure to captivate young readers, encouraging them to engage their imaginations and teaching them that they can overcome anything with a little creativity and courage.

SOCIAL MEDIA

- Instagram - [@FrizzyLizzyBooks](#) | *25K+ Followers
- Facebook - [@FrizzyLizzyBooks](#)
- Pinterest - [FrizzyLizzyBooks](#)

AWARDS, ACCOLADES & PRESS

Frizzy Lizzy

The Frizzy Lizzy Series, Book 1

2023 Awards

- **Mom’s Choice Award® Silver Award Recipient, 2023**
- **The Bookfest® Award Winner, 2023**
 - **First Place Award, Fiction - Children's - Action & Adventure**
 - **Second Place Award, Fiction - Children's - Family, Fiction - Children's - Picture Books**
 - **Third Place Award, Fiction - Children's - Diversity & Multicultural**
 - **The Bookfest® Times Square NYC Billboard Feature, 2023**
- **Readers’ Favorite Five Star Review Seal, 2023**
- **The Literary Titan Silver Book Award, 2023**

ARTICLES & FEATURES

- **BookTrib. Author Spotlight, 2023**
- **BookTrib. Author Discovery Zone Feature, 2023**
- **BookTrib. Children’s Author Feature, 2023**
- **The Children’s Book Review Author Interview, 2023**
- **The Children’s Book Review Dedicated Review, 2023**
- **De Mode Magazine Interview Article, Print Volume VI, Issue XXXVII, 2023**
- **For the Love of Literacy Podcast Interview, 2023**
- **Reading with Your Kids Podcast Interview, 2023**
- **Dreamy Storytellers Read Aloud, 2023**
- **The Children’s Book Review Dedicated Review, 2023**

FRIZZY LIZZY TEAM



Author & Art Director: Liz Leonard - Liz Leonard is a passionate storyteller based in New Jersey, where she lives with her husband, daughter, dog, and cat. After earning her Bachelor of Fine Arts from the School of the Museum of Fine Arts at Tufts University, she dove into the world of animation, film, and television often drawing inspiration from her own childhood experiences. Aside from her creative pursuits, Liz holds an executive leadership role in the hospitality industry, allowing her to feed her love for experiential learning. She also spent time volunteering with a non-profit organization that allowed her to travel to West Africa many times. Her diverse background, complex childhood, passion for the arts, and journey into parenthood inspire Liz to write enchanting stories filled with life lessons. The "Frizzy Lizzy" series draws from both her early memories and her more recent adventures, creating a rich tapestry of tales that engage and educate young readers. The "Frizzy Lizzy" series draws from both her early memories and her more recent adventures, creating a rich tapestry of tales that engage and educate young readers.

Illustrator: Katherine Hillier- Katherine Hillier was born in the countryside of Northamptonshire, in the heart of England, where she still lives and works. She studied illustration at both Northampton University and Camberwell College in south London. Her work is inspired by the serene seasons of nature as much as the colorful chaos of urban environments. Katherine brings her signature style to every project she works on, whether for children, adults, or everyone in-between as the lead illustrator, artist and visionary on the Frizzy Lizzy Books team.

Designer: Jodi McPhee - Jodi McPhee lives in North Idaho with her college-student daughter and two fur babies. She earned her master's degree in English, with an emphasis on Book Publishing, from Portland State University in 2007 and works as a freelance book-design artist.

Her favorite design projects are children's books which allow her to be her most creative and playful with color and text. When she's not diligently designing and formatting Frizzy Lizzy Books, Jodi enjoys ballroom dancing with friends, cruising around in her '57 T-bird, and taking special trips with her daughter.

Editor: Amy Betz - Before founding Tiny Tales Editing, Amy Betz was a Senior Editor at Scholastic and Disney. She edited books by numerous award-winning and best-selling authors and illustrators and now uses that expertise to help new and established authors realize their visions. Amy lives in Connecticut with her family and is the lead editor for Frizzy Lizzy Books.

Frizzy Lizzy

The Frizzy Lizzy Series: Book 1

By Liz Leonard

Illustrated by Katherine Hillier



Frizzy Lizzy
The Frizzy Lizzy Series: Book 1

By Liz Leonard
Illustrated by Katherine Hillier

FACT SHEET

BOOK DETAILS

Title: Frizzy Lizzy
Author: Liz Leonard
Illustrator: Katherine Hillier
Publisher: Frizzy Lizzy Books
Price: \$26.99 (Hardback, Case Laminate); \$2.99 (eBook)
Retailer Discount: 55%
Trim: 9.25 x 0.3 x 7.25 inches
Page Count: 34 pages
Publication Date: September 1, 2023 / October 1, 2023 (eBook)
On Sale Date: September 1, 2023 / October 1, 2023 (eBook)
ISBN: 979-8350914337
eISBN: 979-8350914566
Interest Level: 4 to 8 years
Website: www.frizzylizzy.com

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WHAT IS THIS BOOK ABOUT? Frizzy Lizzy is a spirited, uplifting picture book that follows a bold young girl who embraces her wild curls, big feelings, and even bigger imagination. When Lizzy heads outside to enjoy her day, she's full of joy and wonder—but she quickly encounters teasing that makes her question herself.

As the story unfolds, Lizzy learns that the very things that make her “different” are what make her extraordinary. Through a heartfelt mix of humor, honesty, and resilience, Frizzy Lizzy inspires young readers to honor their individuality, speak up for themselves, and always lead with kindness.

WHAT MAKES THIS BOOK UNIQUE? Frizzy Lizzy stands out as a heartfelt and empowering picture book that celebrates individuality, emotional honesty, and everyday courage. At its core is Lizzy—a bold, creative, and relatable young girl whose frizzy hair becomes a powerful symbol

of self-expression. Unlike fantasy-driven stories, Frizzy Lizzy is grounded in a real-world setting, making it easy for children to connect with Lizzy's experiences and emotions. The book explores big feelings like joy, embarrassment, and hurt without being heavy-handed, inviting children into meaningful conversations about kindness, confidence, and resilience. Katherine Hillier's vibrant illustrations beautifully capture Lizzy's personality and bring warmth and whimsy to every page. By embracing what makes her different, Lizzy empowers young readers to do the same—reminding them that they don't need to change to fit in; they just need to be themselves.

Frizzy Lizzy

The Frizzy Lizzy Series: Book 1

By Liz Leonard

Illustrated by Katherine Hillier

BOOK DESCRIPTIONS

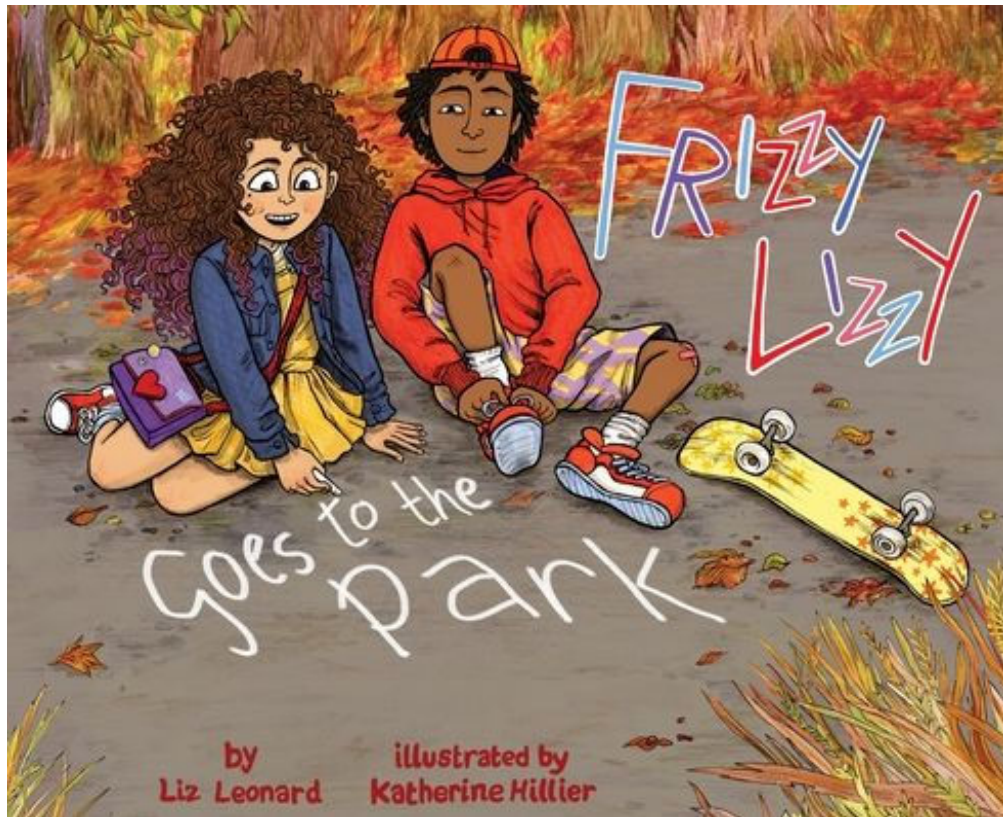
- **10-word description:** A spirited girl learns to love what makes her unique.
- **15-word description:** Lizzy embraces her big hair and big heart in this joyful story about self-love.
- **25-word description:** Frizzy Lizzy celebrates being different. When others tease her, she learns that confidence, kindness, and being yourself are the real superpowers.
- **50-word description:** Frizzy Lizzy follows a bold, imaginative girl with wild curls and a big spirit. When teasing shakes her confidence, Lizzy learns that what makes her different is what makes her strong. This heartwarming story encourages young readers to embrace their individuality and treat others—and themselves—with kindness and respect.
- **100-word description:** Frizzy Lizzy is a joyful and empowering picture book about embracing who you are—frizz, feelings, and all. Lizzy is full of energy, creativity, and confidence, until a moment of teasing makes her question what makes her special. With warmth and heart, she learns to celebrate her individuality and discovers that being different is something to be proud of. Written by Liz Leonard and beautifully illustrated by Katherine Hillier, this story opens conversations about self-worth, resilience, and kindness. Perfect for reading at home or in the classroom, Frizzy Lizzy reminds children that their uniqueness is their greatest strength.

Frizzy Lizzy Goes to the Park

The Frizzy Lizzy Series: Book 2

By Liz Leonard

Illustrated by Katherine Hillier



Frizzy Lizzy Goes to the Park

The Frizzy Lizzy Series: Book 2

By Liz Leonard
Illustrated by Katherine Hillier

FACT SHEET

BOOK DETAILS

Title: Frizzy Lizzy Goes to the Park
Author: Liz Leonard
Illustrator: Katherine Hillier
Publisher: Frizzy Lizzy Books
Price: \$24.99 (Hardback, Case Laminate); \$1.99 (eBook)
Retailer Discount: 55%
Trim: 11.000" x 8.500" (216mm x 280mm)
Page Count: 24 pages
Publication Date: September 1, 2025 / October 1, 2025 (eBook)
On Sale Date: September 15, 2025 / October 15, 2025 (eBook)
ISBN: 9798330275557
eISBN: 979-8-218-73608-8
Interest Level: 3 to 11 years
Website: www.frizzylizzy.com

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WHAT IS THIS BOOK ABOUT? Frizzy Lizzy Goes to the Park is a heartwarming story about embracing who you are—even when the world expects something different. Through Lizzy's fun and fearless journey, young readers are introduced to themes of self-expression, confidence, kindness, and the joy of being uniquely you. Perfect for reading at home or in the classroom, this book encourages open conversations with children about individuality, inclusion, and the beauty of standing tall—frizz and all.

WHAT MAKES THIS BOOK UNIQUE? Frizzy Lizzy Goes to the Park is a joyful and imaginative story that encourages children to embrace kindness, courage, and the beauty of being themselves. Through Lizzy's playful adventure, young readers discover the value of acceptance and the importance of standing up for others.

As Lizzy navigates the park with her bold personality and untamed curls, she encounters moments that challenge her confidence. When others laugh at her differences—like her big hair

or the way she sees the world—Lizzy’s feelings are hurt. But with a little imagination and a lot of heart, she learns to stay true to who she is.

Children will relate to Lizzy’s experiences and feel empowered to celebrate what makes them unique. The story opens the door for thoughtful conversations between kids and grown-ups about friendship, empathy, and self-worth.

Frizzy Lizzy Goes to the Park

The Frizzy Lizzy Series: Book 2

By Liz Leonard

Illustrated by Katherine Hillier

BOOK DESCRIPTIONS

- **10-word description:** Frizzy Lizzy learns confidence, kindness, and self-acceptance through play.
- **15-word description:** At the park, Lizzy embraces her uniqueness and shows others the power of kindness and confidence.
- **25-word description:** Frizzy Lizzy's day at the park becomes a journey of self-love, friendship, and learning that being different is something to celebrate—not hide.
- **50-word description:** In *Frizzy Lizzy Goes to the Park*, Lizzy faces teasing for her big, frizzy hair. But with heart and courage, she learns to love herself and shows others the value of kindness and acceptance. A vibrant, empowering story that helps children celebrate what makes them unique and special.
- **100-word description:** *Frizzy Lizzy Goes to the Park* is a heartwarming children's story about embracing individuality and spreading kindness. Lizzy, full of energy and confidence, heads to the park, excited to play. But when her sisters laugh at her frizzy hair and playful spirit, she begins to doubt herself. With a little courage and imagination, Lizzy learns to stand tall, be proud of who she is, and help others do the same. This beautifully illustrated story encourages young readers to celebrate their uniqueness, treat others empathetically, and understand that true beauty comes from being yourself—frizz, fun, and all.

INTERVIEW TOPICS & QUESTIONS

TOPICS

Why individuality matters – celebrating differences and helping children feel confident in who they are.

The emotional journey of children – exploring how Lizzy’s story reflects real struggles like teasing, self-doubt, and wanting to belong.

Building resilience through storytelling – showing kids how to process hurt and find strength in being themselves.

Kindness, empathy, and inclusion – how Lizzy’s story models compassion for oneself and others.

Frizzy hair as a symbol – turning something kids may feel self-conscious about into a source of pride.

Working with illustrator Katherine Hillier – how visuals amplify the emotional and playful elements of Lizzy’s world.

Writing stories that spark conversations – encouraging parents and educators to talk with kids about confidence and compassion.

The publishing journey – launching Frizzy Lizzy Books and creating stories with heart and purpose.

What’s next for Lizzy – future books, themes, and adventures that continue to empower young readers.

QUESTIONS

1. **How did the idea for Frizzy Lizzy first come to you?** What inspired her character, and how did she grow into the story we read today?

2. **Why did you choose a playful, park setting and such a bold character like Lizzy?** Do you feel kids connect more deeply with stories rooted in everyday places?
3. **Frizzy Lizzy is all about embracing what makes us unique.** What message do you hope children—and the grown-ups reading with them—take away from her story?
4. **Can you walk us through your writing process?** How do you go from idea to finished picture book?
5. **Your books have such a warm and whimsical tone.** How do you keep your imagination active and your stories so full of heart?
6. **The illustrations in Frizzy Lizzy are colorful and full of life.** How did you collaborate with your illustrator to bring Lizzy's world to the page?
7. **You've said that your life inspired the characters and stories throughout your work.** What kinds of things did you learn from these experiences, and how did they influence the story?
8. **Kindness, acceptance, and individuality are central to your work.** How do you plan to explore those themes in future books or characters?
9. **You've mentioned that you regret straightening your hair from what was originally quite frizzy and curly.** Looking back now, how has that journey changed your perspective?
10. **You've created several inventive children's books already.** What's next for you—and for Lizzy?

CONTACT INFORMATION

Liz Leonard

email: info@frizzylizzy.com

social: @frizzylizzybooks

website: www.frizzylizzy.com