

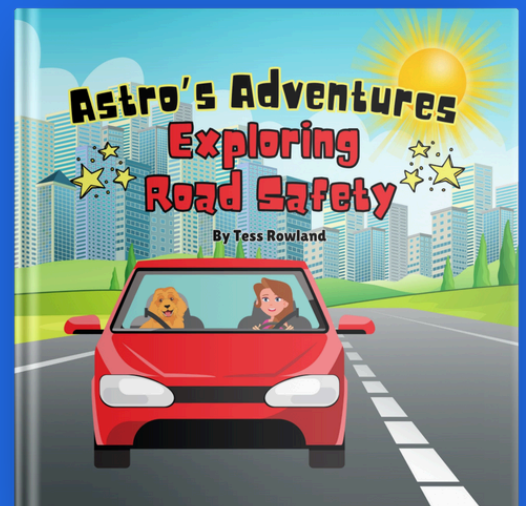


MEDIA KIT

TESS
ROWLAND

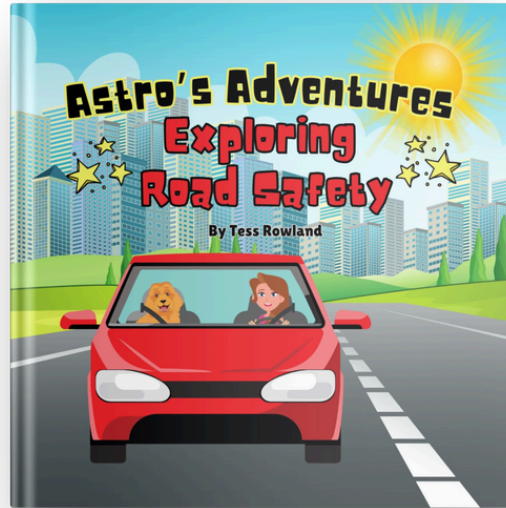
AWARD-WINNING
JOURNALIST AND
FORMER NATIONAL
PRESIDENT OF
MOTHERS AGAINST
DRUNK DRIVING
(MADD)

NOW AN AUTHOR!



ABOUT THE BOOK

ASTRO'S ADVENTURES: EXPLORING ROAD SAFETY

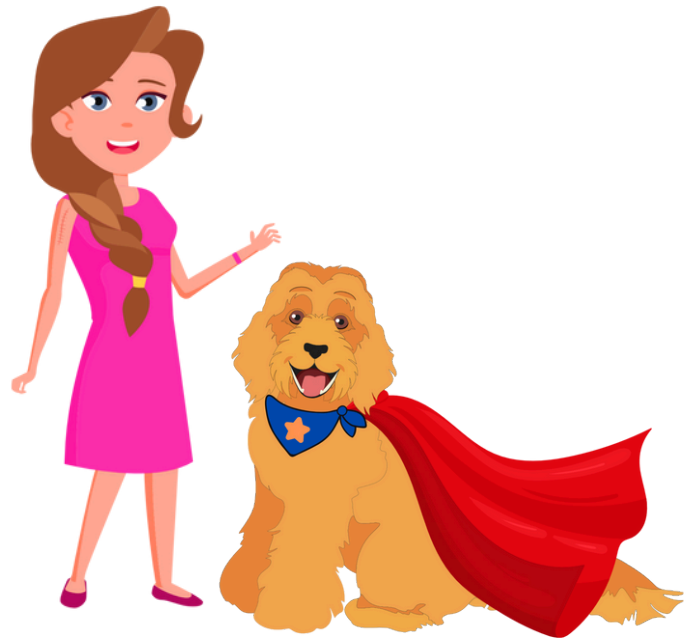


In *Astro's Adventures: Exploring Road Safety*, Astro, the lively mini labradoodle, and his best friend Tess are on a critical mission: educating youth about road safety! Readers are invited to buckle up and ride along with Astro and Tess on a “paw-some” adventure as they guide young readers to recognize the signs of unsafe driving. With each encounter, they share important tips and tricks on how to stay safe while riding in the car, empowering young readers to make safe choices!

Astro's Adventures: Exploring Road Safety is written by Tess Rowland, an award-winning journalist and former National President of Mothers Against Drunk Driving (MADD). Following a life-altering car crash in 2021, she made a profound choice to transform her pain into purpose.

Her message to youth is one of resilience and empowerment: no matter the obstacles they encounter, courage and determination can lead them to triumph. With its powerful message and lovable characters, *Astro's Adventures: Exploring Road Safety* is a must-read for families, educators, and anyone passionate about creating safer communities for all. Join Astro and Tess on their inspiring quest to make the roads a safer place—one journey at a time.

ABOUT THE AUTHOR



Tess Rowland is an award-winning journalist and passionate roadway safety advocate. While on her way to work on May 4, 2021, Tess's life took a sudden, drastic turn when a wrong-way drunk driver hit her head-on. The crash caused her to undergo seven surgeries and life-changing injuries.

Instead of letting this tragedy define her, Tess transformed her experience into a powerful mission to end drunk driving for all. Tess tirelessly worked to raise awareness about the dangers of impaired driving by using her news platform and collaborating closely with North Florida law enforcement to advocate for increased DUI enforcement across her local community.

MORE ABOUT TESS



Tess's unwavering dedication did not go unnoticed. Her exceptional ability to highlight the profound impact of drunk driving on victims earned her an Emmy nomination.

The crash that many thought would end her career became a defining moment, propelling her into a role she never imagined. Tess rose from victim to victor and most recently served as the National President of Mothers Against Drunk Driving (MADD).

Now residing in Houston, Texas, Tess has taken her message to the national stage. She has been featured on prominent platforms such as Good Morning America, News Nation, Teen Vogue, Discovery Education, and Today.com. Tess continues to inspire and educate, using her story to make a profound impact on road safety nationwide.

BOOK SELL SHEET

"Astro's Adventures: Exploring Road Safety"

by Tess Rowland

Genre: Children/Growing Up/ Health & Safety

Price: \$12.99 USD Softcover / \$4.99 e-book

ISBN: 979-8325945526

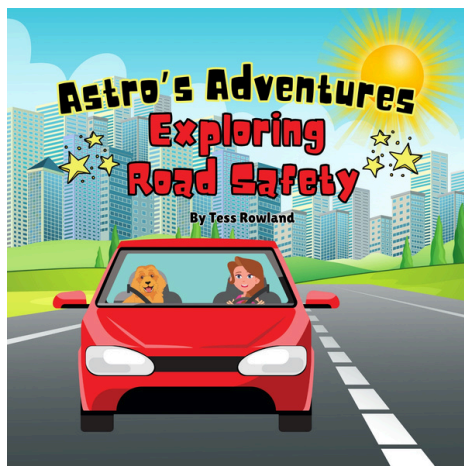
Publication Date: May 17, 2024



Synopsis:

In *Astro's Adventures: Exploring Road Safety*, the story begins with Tess, a spirited young girl, and her best friend Astro, a lively mini labradoodle, sharing fun-filled days together. Their world changes dramatically when Tess is injured in a life-changing crash caused by an impaired driver. Astro heroically comes to her rescue, and from this pivotal moment, they team up on a critical mission to educate youth about road safety. Buckle up and ride along as Astro and Tess embark on a "paw-some" adventure, guiding young readers to recognize the signs of unsafe driving and how to advocate for their safety and well-being.

Through engaging encounters, Tess and Astro share examples of seatbelt safety, the dangers of distracted and impaired driving, and the importance of adhering to speed limits. Together, they work to educate kids and make a lasting impact, empowering young readers to make safe choices on the road.



Formats Available:

- Paperback
- eBook

Available on:

- Amazon
- www.tessrowland.com

EDITORIAL REVIEWS

“Congratulations to Tess Rowland and her dog, Astro, for a delightful new addition to the safety library. Educating children about traffic safety at a young age is critical for helping them recognize what it means to be a safe road user and speak up when they observe their parents, older siblings or adults engage in risky driving behaviors.”

- Pam Shidel Fischer, Senior Director of External Engagement, Governor Highway Safety Association

"Teaching safety to kids – stranger danger, fire safety, body autonomy – is a critical step to ensuring a healthy future. Tess's book puts traffic safety lessons in context for today's kids and empowers them to not only know the dangers but empowers them to speak up and shows them how they can help."

- Leslie Kimball, Executive Director, Responsibility.org

“*Astro's Adventures: Exploring Road Safety* is the perfect book to encourage young children and others to not only learn more about crash prevention but how to take action to keep themselves safe. It is easy to read, colorful and entertaining with a poignant message from someone who knows firsthand the tragedy when someone drives unsafe.”

- Candace Lightner, MADD Founder, and We Save Lives Founder



EDITORIAL REVIEWS

"As a victim of drunk driving and former board chair of Mothers Against Drunk Driving (MADD), I have witnessed the profound and heartbreaking effects that impaired driving has on families and communities. Tess Rowland's *Astro's Adventures: Exploring Road Safety* is a crucial and heartfelt tool for teaching our youngest about safe driving. This beautifully illustrated and engaging book is also deeply informative. Astro, the charming protagonist, helps children understand the importance of avoiding distracted driving, wearing seatbelts, adhering to speed limits, and recognizing the dangers of impairment. Tess's personal journey adds authenticity and hope, inspiring children to believe in their ability to make a positive impact. I wholeheartedly recommend the book to parents, educators, and anyone dedicated to promoting road safety."

- Heather Geronemus, Past Board Chair of Mothers Against Drunk Driving

"As a former Crash Investigator and Drug Recognition Expert, roadway safety is something I take seriously. This book is an excellent resource for parents and educators aiming to instill early awareness of road safety in children."

- Mike Nguyen, Vice President, Asian American Peace Officers' Association

"*Astro's Adventures: Exploring Road Safety* is an excellent resource for initiating discussions with children about the importance of traffic safety from an early age. The book combines vibrant illustrations, a charming mascot, and a compelling real-life narrative to educate kids on the most critical traffic safety issues they may encounter and how to navigate them safely. By engaging young readers with its playful yet informative approach, the book effectively underscores the significance of staying safe on our roads today."

- Doug Shupe, AAA Texas Corporate Communications Manager



AS SEEN ON



The inspirational and enduring story of Tess Rowland's journey from victim to victor has been chronicled nationally across television, print, digital and social media, radio, and podcasts.



The Washington Post



The Guardian

SAMPLE INTERVIEW QUESTIONS

What inspired you to write this book?

How often are minors impacted by crashes?

Can you discuss how your relationship with Astro is helping you share your message to a broader audience?

Why is it so important to educate young children about traffic safety before they start driving?

In addition to covering safe driving, does your book also address the importance of passenger safety? Can you discuss more about this?

How has your life changed as a result of the crash? What kind of difference have you made in communities across America with your activism to save others from drunk driving crashes?





 **CONTACT TESS** 



OFFICIAL WEBSITE  

