

celebrating

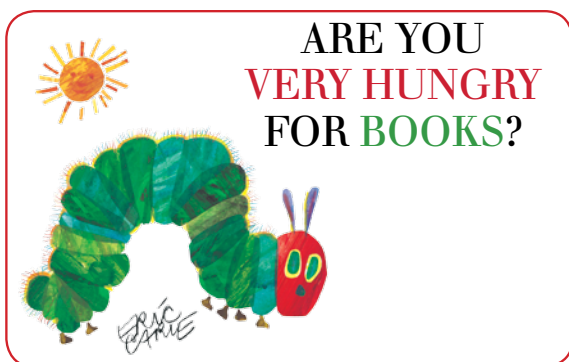


40<sup>th</sup>  
anniversary

*The Very Hungry Caterpillar*  
gets a very special ABA gift card!

In Spring 2009, Eric Carle's beloved, classic character will be featured on an exclusive ABA gift card, just in time for:

*The 40th Anniversary of  
The Very Hungry Caterpillar  
and the first-ever  
Very Hungry Caterpillar Day  
on March 20, 2009*



Order these very special cards for your store starting February 2, 2009!

1. Save the date! Beginning February 2 at 12:00 noon EST, the limited-edition *Very Hungry Caterpillar* ABA Gift Card will be available for order. Order by February 12 to have cards by February 20.
2. Visit the ABA card order site: <http://jettdirect.com/aba>
3. Place your order for 100 cards and matching presenters . . . free of charge! If you're very hungry, you can order 250 imprinted cards and matching presenters!
4. Starting February 20, 2009, place the cards on sale in your store—your customers will eat them up!

\* If you choose to imprint your cards, there will be an additional charge to cover the cost of personalization. Otherwise, the only cost to you is for shipping and handling. All other ABA Gift card program fees apply.



*The Very Hungry Caterpillar* ABA Gift Card is sponsored by  
Penguin Young Readers Group.



Questions about *The Very Hungry Caterpillar* ABA Gift Card can be directed to [aba@givex.com](mailto:aba@givex.com)