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## Publishing Diversity with The Boy & The Bindi: A Case Study of the First Children's Picture Book From Arsenal Pulp Press

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**Abstract:**

This report is a study of the creation process and marketing campaign of The Boy & The Bindi by Vivek Shraya: the first-ever children's picture book produced by Arsenal Pulp Press, an independent publisher based in Vancouver, British Columbia. The opening chapter will provide information concerning the lack of diversity in children's books as of 2016. Chapter Two will walk readers through the editorial and design processes of the picture book and its lasting effects on the press. The third chapter discusses the media coverage the book received and how authors who are willing to promote themselves benefit a publisher. In the fourth and final chapter, the future of publishing children's books at Arsenal will be explored, with a brief look at how a second title was acquired. Recommendations will follow pertaining to how Arsenal can move forward with publishing future children's picture books.

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