

Archaia Entertainment Announces Bookstore Release For
Jim Henson's *Tale Of Sand*

*Graphic Novel Co-Produced by Archaia Entertainment and The Jim Henson Company
Brings Lost Film Script Written by Jim Henson and Jerry Juhl to Fans and Public*

For Immediate Release:

LOS ANGELES (January 19, 2012) – Archaia Entertainment announced today the immediate bookstore availability of ***Tale of Sand***, the publisher's eagerly anticipated graphic novel co-produced by Archaia and The Jim Henson Company based on a feature-length screenplay written by Jim Henson and his longtime writing partner Jerry Juhl, newly discovered in The Jim Henson Company archives after being lost for nearly 40 years.

Henson developed the screenplay for ***Tale of Sand*** in the late 1960's and early 1970's during a phase in his career that saw him focused on experimental filmmaking. As Henson found success with *Sesame Street* and *The Muppet Show*, he set the project aside to focus on the creations that would in time make him a household name. The story follows Mac, a scruffy everyman, who one day wakes up in an unfamiliar town and finds himself being chased across the desert of the American southwest by all manner of man and beast.

Under the joint collaborative guidance of Archaia and The Jim Henson Company, ***Tale of Sand*** has emerged as a landmark graphic novel, brilliantly-produced and illustrated from the original lost screenplay. Production of the book was supervised by Jim Henson's daughter and current CEO of The Jim Henson Company Lisa Henson, and features never-before-seen archival material and photographs curated by Company's archivist Karen Falk.

The resulting graphic novel is not your typical "based off of" project. Rather, it is designed as a heartfelt tribute to Jim, who would have celebrated his 75th birthday this past September. ***Tale of Sand*** is a visual interpretation of the screenplay, with the story brought to stirring life by acclaimed artist Ramón Perez. Fittingly, the font used throughout the novel was inspired by Jim's own handwriting, giving readers a more personal connection to his creation.

"From start to completion, ***Tale of Sand*** has been a labor love for our entire company – and we hope it will become a much-cherished part of the libraries of Henson fans throughout the world, as well as those who treasure artistic achievement," said PJ Bickett, CEO of Archaia Entertainment.

(more)

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“Archaia is a vibrant and ambitious company, whose passion for this project is conveyed on every page,” said Lisa Henson. “The graphic novel is the perfect medium to bring my father’s vision to life and I know he would have been delighted with Ramón’s stellar interpretation of his screenplay.”

Below are selections from advance reviews of ***Tale of Sand***:

“Once I started Tale of Sand I couldn’t put it down... a must-have for Henson fans, it helps complete a portrait of the American icon.” –USA TODAY

“A wonderfully written, beautifully illustrated graphic novel.” –WIRED

“The book is a vibrant and frenetic fever dream, a tribute to a lost champion of imagination and innovation as well as a testament to the vitality of silent storytelling. Hold it in your hands. Relearn the simple pleasures of color. The book impresses from every angle.” -IFANBOY

“Four Stars... the new graphic novel Tale of Sand offers an intriguing look at a road not taken, in which Henson might have brought his considerable talents to bear in film rather than TV, and for an adult rather than family audience.” –LAS VEGAS WEEKLY

“A Tale of Sand” is a superstar-making book, the kind of thing that will open eyes to what the comics artform is capable of. It’s a reading experience that entertains and wows the reader with every turn of the page. It’s a career-making book for its creator, and a terrific vision of early unseen work for fans of Jim Henson’s.” –COMICBOOKRESOURCES.COM

About Archaia Entertainment

Archaia is a multi-award-winning graphic novel publisher with more than 50 renowned publishing brands, including such domestic and international hits as Mouse Guard, Return of the Dapper Men, Gunnerkrigg Court, Awakening, The Killer, Days Missing, Tumor, Syndrome, Artesia, Engineer, and an entire line of The Jim Henson Company graphic novels. Archaia has built an unparalleled reputation for producing meaningful content that perpetually transforms minds, building one of the industry’s most visually stunning and eclectic slates of graphic novels. Archaia was named Graphic Novel Publisher of the Year according to Ain’t it Cool News, Graphic Policy, and Comic Related, and was honored with nine 2011 Eisner Awards nominations. Archaia has also successfully emerged as a prolific storyteller in all facets of the entertainment industry, extending their popular brands into film, television, gaming, and branded digital media.

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The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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