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## GREG HEFFLEY STEPS INTO THE RING ON OCTOBER 20, 2026

Jeff Kinney Reveals the Hilarious New Cover for *Fight or Flight*, the 21st *Diary of a Wimpy Kid* Book on *The Kelly Clarkson Show*

New York, NY (January 29, 2026)—Jeff Kinney revealed on *The Kelly Clarkson Show* the title, cover, and on-sale date for his eagerly anticipated twenty-first installment in the global bestselling *Diary of a Wimpy Kid* series. ***Fight or Flight (Diary of a Wimpy Kid #21)*** will be published on October 20, 2026, by Amulet Books, an imprint of Abrams Children's Books, in hardcover and ebook by ABRAMS. It will also release on audio by Recorded Books, and published simultaneously released in 26 countries.

Today's visit was Kinney's fifth appearance on *The Kelly Clarkson Show*. In addition to unveiling the title and cover for *Fight or Flight*, Kinney shared stories from his most recent book tour, including a trip to Baltimore where he surprised radical street librarian Miss Maze (whom he met on the *The Kelly Clarkson Show* in October 2024) with an unforgettable event for her school and community.

*Fight or Flight* comes on the heels of his previous book, *Partypooper*, which propelled the series past the milestone of 300 million books sold. The #1 international bestselling series is published in 86 editions in 70 languages. Charles Kochman, editor-in-chief and Kinney's longtime editor at Abrams, will edit the new book. In *Fight or Flight*, Greg Heffley faces his biggest challenge yet as he becomes a target for the school bully. Luckily for Greg, his best friend, Rowley Jefferson, takes karate, so at least Greg's got someone in his corner. But an unexpected twist makes Greg realize he's facing an uphill battle. Will Greg step into the ring or throw in the towel? One thing's for sure, *Fight or Flight* is a knockout!

Every new *Diary of a Wimpy Kid* release is an event, and Abrams' marketing and publicity campaign will pack a serious punch for *Fight or Flight*. Fans of Greg Heffley can step into the ring with a high-energy, laugh-out-loud campaign designed to reach multimillions through national advertising, influencer activity, dynamic digital content, partnerships, and eye-catching promotions for classrooms, teachers, librarians, and families nationwide. With interactive activations and buzz-building moments that play off the book's martial-arts twist, the campaign builds on the proven success of Jeff Kinney's recent blockbuster tours, bringing Greg's latest misadventure directly to readers with unmissable experiences coast-to-coast.

Kinney is one of the world's bestselling authors—the first *Diary of a Wimpy Kid* book was published in 2007 and was an instant bestseller. The series has remained on the *New York Times* bestseller list for eighteen years since its publication and through the release of the twentieth book, as well as the three-book spin-off *Awesome Friendly Kid* series. *Diary of a Wimpy Kid* is also a fixture on the *USA Today*, *Wall Street Journal*, *Publishers Weekly*, and *IndieBound* bestseller lists, and is one of the top-five bestselling book series—adult and kids—of all time. Four books in the series, *Diary of a Wimpy Kid*, *Rodrick Rules*, *Cabin Fever*, and *The Last Straw* have also been adapted by Kinney as full-color animated films on Disney+.

### **About the Author**

Jeff Kinney is a #1 *New York Times* bestselling author and a six-time Nickelodeon Kids' Choice Award winner for Favorite Book for his *Diary of a Wimpy Kid* series. Jeff has been named one of *Time's* 100 Most Influential People in the World. He spent his childhood in the Washington, D.C., area and moved to New England in 1995. Jeff lives with his wife and two sons in Massachusetts, where they own a bookstore, An Unlikely Story. For more about Wimpy Kid visit [wimpykid.com](http://wimpykid.com).



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### **About Abrams**

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