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The Secret Diary of Ashley Juergens

by Ashley Juergens

Ashley Juergens, Amy's perceptive and precocious younger sister, writes a diary integrated with the storyline of ABC Family's *The Secret Life of the American Teenager*

ABC Family's hit show *The Secret Life of the American Teenager* focuses on the Juergens family and how they deal with the unexpected pregnancy of fifteen-year-old Amy. Younger sister Ashley is the no drama outsider, and despite her age (thirteen in the first season), she is in many ways more observant than Amy—she caught on to their parents' separation, she provided comfort throughout Amy's pregnancy, and she is independent beyond her years.

Ashley keeps a diary in which she unveils various secrets and behind-the-scenes information for each episode of season one and cliffhangers from season two. Questions and issues that will be explored include:

- What happened at Grace's pre-med summer program?
- The mystery behind Ben's trip to Italy and his Italian girlfriend.
- Did Madison and Jack hook up at their Dead Parents Club sessions?
- Insight about baby Robie joining the family.
- Amy's real feelings for Ricky

Marketing Campaign

- Cross promotion with ABC Family and abcfamily.com throughout season three of *The Secret Life of the American Teenager*
- Social media campaign

Author Bio

ASHLEY JUERGENS is Amy's rebellious, free-thinking, sassy younger sister on ABC Family's hit show *The Secret Life of the American Teenager*.