



DROP DEAD PUNK

BY RICH ZAHRADNIK

Mystery and Suspense

Release Date: August 15, 2015, from Camel Press

\$14.95, 5x8 Trade Paperback, 254 pp.

ISBN: 978-1-60381-209-2

1975. New York City is on the skids, and the cops are on the take. One good officer must rely on a struggling newsman to clear her name.

www.camelpress.com

www.richzahradnik.com

Bookstores/Libraries: Baker & Taylor, Ingram, Partners West, Midwest Library Service, Follett Library Resources; eBooks: Overdrive, Kobo and other major retailers; for more information or to order direct, contact info@camelpress.com.

For review copies or to schedule an interview, please contact Catherine Treadgold, catherine@camelpress.com.

SALES PITCH

- The author has 30 years experience as a journalist, holding editorial positions at CNN, Bloomberg News, Fox Business Network, AOL, and the *Hollywood Reporter*.
- *Last Words*, the first book in the series, won an honorable mention in ForeWord Magazine's 2014 INDIEFAB Book of the Year Awards, a bronze IPPY Award in the mystery category, and was a mystery finalist in the Next Generation Indie Awards.
- The author has a B.A. in journalism and political science from George Washington University.
- The author was one of 20 selected for the inaugural class of the Crime Fiction Academy, New York's Center for Fiction
- Author is a media entrepreneur, founding CNNfn.com (Webby winner) & co-founding the award-winning *Peekskill Herald*

MARKETING

- Physical review copies to major reviewers and newspapers.
- Book 2 of the Coleridge Taylor Mystery series.
- Major blog tour before the book's launch.
- Author events at libraries, bookstores, and book clubs.
- Interviews, reviews, contests, blogging and guest blogging.
- Aggressive outreach through social media. The 1975 setting allows for historical tie-ins to draw in readers.

HOOK

It's 1975, and President Ford refuses to bail out New York City, but newsman Coleridge Taylor has other worries. He needs his next scoop. He thinks he's found it when a mugging leaves a punk and a policeman dead. Only the punk was a good kid, and the cops think Officer Samantha Callahan abandoned her murdered partner. Taylor falls for Samantha. A bad move. Her story has a mighty undertow, and once again Taylor is in over his head.

REVIEWS

"Taylor, who lives for the big story, makes an appealingly single-minded hero." —Publishers Weekly

"There were plenty of twists and turns and unexpected connections (pay attention!) that are the cornerstones of a good crime mystery.... A definite winner." —Feathered Quill Book Reviews

"This is one book you won't want to miss if you are a mystery fan. Rich Zahradnik is an excellent story teller, and I look forward to more from him in the future." —Tea and a Book

ABOUT THE AUTHOR

Rich Zahradnik lives with his wife, Sheri, and son, Patrick, in Pelham, New York, where he teaches elementary school kids how to publish online and print newspapers.