



PERCEPTIVE
MARKETING

FOR IMMEDIATE RELEASE

Contact: Joanna Temple
281.807.1300 work
281.236.7960 cell

joanna@perceptivemarketing.com
www.perceptivemarketing.com

**National Award-Winning Author Louise Gaylord Releases Latest Novel
*Julia Fairchild***

“Adirondack’s most general store” to host book event for popular author and resident

ADIRONDACK, NY (2007) –Old Forge Hardware will host summer resident and author, Louise Gaylord’s release of her third book, ***Julia Fairchild***. The event will take place on Saturday, August 18th from 11:00 am until 1:00 pm and is open to the public. The book is centered on protagonist, Julia, a thirty-year-old New York woman whose life is turned upside down after a near-miss lightning strike. Raised in upper-class Manhattan society, Julia has settled in small-town New Mexico, created a prospering counseling practice, and is preparing to marry her love, Mac Brantley, a successful doctor and younger son of a prominent local family.

Julia’s is a world where readers will love to spend their time. This timeless pleasure and perfect summer indulgence introduces the reader to a spiral of events which sweeps them up in a web of intrigue, lust, and bitter family feuds.

The richness of the characters is evident from the beginning and takes on even more depth as the book continues. Julia’s exploration of herself and the future she once thought so secure is engaging, intriguing...and full of surprises.

“Louise Gaylord once again delivers a top-notch page turner with vivid characters, tight plot-lines and a protagonist everyone can relate to. *Julia Fairchild* is by far one of Gaylord’s best books.” *USA Book News*.



PERCEPTIVE
MARKETING

Louise Gaylord divides her time between Houston, Texas, Santa Barbara, California, and the Adirondacks. Her third Allie Armington mystery, *Spa Deadly*, is slated to be released in late 2007. Louise is currently working on the fourth book of the series.

For additional information on the author got to www.louisegaylord.com

Old Forge Hardware is located at 104 Fulton St., and can be found at www.oldforgehardware.com.

###

Contact: Joanna Temple
281.807.1300 work
281.236.7960 cell

joanna@perceptivemarketing.com
www.perceptivemarketing.com
