

Contact: Your Event Coordinator's Name
Your Store Phone #
Your Store Email

PRESS RELEASE

**BESTSELLING MYSTERY AUTHOR ARCHER MAYOR TO SPEAK AT
[YOUR STORE NAME]**

*Author of critically-acclaimed Joe Gunther mystery series to autograph copies of his newest
book*

[YOUR CITY/TOWN]—Mystery fans have a treat in store when Archer Mayor, author of the highly acclaimed, Vermont-based mystery series featuring detective Joe Gunther, appears at [YOUR BOOKSTORE NAME] in [YOUR LOCATION/ADDRESS]. Mayor will be reading from and autographing his new novel, *Tag Man (appearing Fall, 2011)*, at [YOUR BOOKSTORE NAME] on [DATE OF APPEARANCE] at [TIME OF APPEARANCE].

Copies of Mayor's newest paperback release, *Red Herring* will also be available for purchase at the autographing.

Archer Mayor's Joe Gunther series has been described by the *Chicago Tribune* as "the best police procedurals being written in America." Mayor is also a past winner of the New England Independent Booksellers Association Award for Best Fiction—the first time a writer of crime literature has been so honored. In addition, Mayor is a death investigator for Vermont's Office of the Chief Medical Examiner and a detective for the Windham County (VT) Sheriff's Office.

*[IN THIS SPACE, ADD A SHORT PARAGRAPH ABOUT YOUR BOOKSTORE:
WHERE YOU'RE LOCATED, WHAT YOUR SPECIALTY IS (IF APPLICABLE), HOW LONG
YOU'VE BEEN IN BUSINESS, AND ANYTHING ELSE THAT MAKES YOU SPECIAL (BUT
KEEP IT SHORT & SWEET). IF YOU'RE AN INDEPENDENT BOOKSTORE, AND IF YOU'RE
A BOOK SENSE STORE, EMPHASIZE THAT! BE SURE TO KEEP THE PRESS RELEASE TO
ONE PAGE.]*

###

###