

Contact: Your Event Coordinator's Name  
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**PRESS RELEASE**

**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, *The Price of Malice* (appearing Fall, 2009), at [YOUR BOOKSTORE NAME] on [DATE OF APPEARANCE] at [TIME OF APPEARANCE]. Copies of *The Price of Malice* and Mayor's newest paperback release, *The Catch*, as well as the newly released audiobook edition of *Open Season*, the first book in the series, will 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 the 2004 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 Chief Medical Examiner, and a Deputy Sheriff for Windham County, VT.

**[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.]**

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