



For Immediate Release:

4TH ANNUAL WEST HOLLYWOOD BOOK FAIR

It's Sundance, Moondance, Modern Dance, Mystery Dance & a Barn Dance All Rolled Into One!

Tom Brennan Media & LightHouse PR Invite You To Meet Us & Our Authors!

Where: West Hollywood Park, 647 North San Vicente Boulevard

When: 10:00 a.m. - 7:00 p.m., Sunday, October 2, 2005

Why: Because it's Fun!

Featuring: Dozens of L.A.'s Best-Loved Voices in Literature and the Arts, including Bill Maher ("Politically Incorrect"), X lead singer Exene Cervenka, Bebe Moore Campbell ("72 Hour Hold"), Julia Sweeney ("Saturday Night Live"), Christopher Rice ("Light Before Day"), Border Grill Chef Susan Feniger, Maria Amparo Escandon ("Gonzalez and Trucking Co."), fantasy novelist Neil Gaiman, Marcia Wallace ("The Simpsons"), and five wonderful authors presented by Tom Brennan Media!

Every year, the Los Angeles Times devotes what seems like three full months of coverage to the Sundance Film Festival, which is actually held somewhere in Utah, not in Los Angeles. Sure, this is a movie town, but how much media coverage do we really owe to Bob Redford and Vince Gallo?

So, in the spirit of fairness, this year we urge all Los Angeles Media to come on down and celebrate homegrown authors and publishers from right here in our own backyard at the 4th Annual West Hollywood Book Fair. As autumn begins, the theme is very appropriately "Fall Into Reading," and also included in the day's festivities is a 20th Birthday Party for the City of West Hollywood. Not only that, the fair also manages to be much richer in diversity and interest than that Sundance thing, and you won't be bothered by shady film distributors.

Tom Brennan Media feels a close association with the City of West Hollywood, because we are proud of having worked on the media campaign with Veterinarian Jennifer Conrad and others to make Cat De-Clawing illegal in that city, a law which serves as a beacon nationwide in the effort to promote humane treatment of animals. So this year, we are proud that five of our authors are featured at the West Hollywood Book Fair. All of these authors are well-known and well-liked in Los Angeles media circles, and we thought it would be fun to present them all at the same event.

MEET OUR AUTHORS AT BOOTH #128/129 (FIELD AREA)

Noon - Matthew Ferry, author of "Creating Sales Velocity" (Spirit Press), one of the nation's pre-eminent speakers on spirituality in business and money magnetism.

1:00 p.m. - Lissa Coffey, author of "What's Your Dosha, Baby?" (Marlowe & Co.), and a nationally recognized expert on how Yoga & Ayurveda can be used in everyday life.

2:00 p.m. - Jerry Tetalman, author of "One World Democracy" (Origin Press), an acclaimed book on international law and United Nations reform.

3:00 p.m. - Dr. Catherine Cardianal, author of "A Cure For The Common Life" (DeVorss Press), and a celebrated national expert on Self-Esteem issues.

4:00 p.m. - Mark Brandon, author of "Winning Auditions: 101 Strategies For Actors" (Limelight Editions), and a well-recognized actor training coach.

Please Contact: Tom Brennan Media @ 310.394.5256