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Local Author John Passarella Begins Free Serialized eBook Experiment With His Readers

Swedesboro, NJ (3-3-2009) — Award-winning Swedesboro author John Passarella is ready for a big internet experiment. He is releasing his latest novel, the supernatural thriller SHIMMER, as a weekly serialized eBook in several eBook formats—*for free*. Current readers on his mailing list will be notified through his newsletter, but he’s hoping to cast a much wider net. “With over 185,000 books published each year, it’s hard to stand out in the publishing marketplace,” Passarella explains. “Many authors simply write under the radar, and limited shelf space in bookstores is reserved for perennial bestsellers. With the sinking economy, it’s even harder for the so-called ‘mid-list’ authors to survive, let alone thrive. I needed a way to stand out.”

By offering SHIMMER weekly as a free serialized eBook (eSerial), Passarella is anticipating a “win-win” situation: his readers get to enjoy a free book and he garners many new readers in the process. “It won’t be easy,” Passarella says, “I’m hoping my current readers, and anyone who stumbles upon the eSerial will help spread the word to other readers.”

SHIMMER made the rounds in Hollywood and attracted the attention of A and B+ list production companies. Some expressed interest in adapting SHIMMER as a summer “tent-pole” movie franchise, while others considered the novel as the basis a weekly television series. But, for one reason or another, no deals were ever finalized.

In an interesting side note, Passarella’s “have a character named after you” contest involved the writing of SHIMMER. Several of his readers won the right to have characters in the novel named after them. “Finally, each of those fans will know the fate of their namesake character.”

As Passarella explains, “SHIMMER tells the story of a family with various paranormal abilities who has, through generations spanning thousands of years, protected the human race from supernatural predators. These creatures enter our world through dimensional rifts and must be defeated or returned to their world before wreaking havoc in our own. But the family has suffered a long war of attrition and their numbers have dwindled. They are at their weakest when our world faces its greatest threat. And time is running out.”

Swedesboro Author Begins eSerial Experiment (Page 2)

Beginning in early March, interested readers can find eSerial chapters of Passarella's SHIMMER on his self-maintained official Web site, www.passarella.com. (A sample chapter of each of his other published novels is also available on the site.)

In 1997, Columbia Pictures bought the film rights for John Passarella's co-authored debut novel, WITHER, in a seven-figure preemptive, pre-publication bid. Pocket Books published the novel in 1999 and WITHER later won the Horror Writers Association's prestigious Bram Stoker Award for Superior Achievement in a First Novel. John followed the publication of WITHER, with two standalone sequels continuing the story of his Wiccan character Wendy Ward, WITHER'S RAIN and WITHER'S LEGACY. His most recent novel, *Kindred Spirit*, a paranormal thriller set in the Philadelphia area, was published by Pocket Books in 2006. In addition, he has penned three original media tie-in novels, *Buffy the Vampire Slayer: Ghoul Trouble*, *Angel: Avatar* and *Angel: Monolith*.

Passarella lives in Swedesboro with his wife and three young children.

Related Web sites:

John Passarella Author Site: www.passarella.com

Pocket Books, a Division of Simon & Schuster: www.simonsays.com

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