

# Thanksgiving

Mary R. Arno

"A beautiful and heartbreaking story...told with a reporter's sharp and spare prose."

—Arianna Huffington, editor-in-chief, *The Huffington Post*

"An excellent writer, highly recommended."

—Tom Franklin, award-winning author of *Crooked Letter*, *Crooked Letter* and *Hell at the Breach*

## DESCRIPTION

**NEW ORLEANS, SUMMER 1965:** Nancy Drew, the Beatles, Hurricane Betsy. For four young people, it is a time for sailing lessons, clandestine cigarettes, facts of life, guilty secrets.

Playing girl detectives, Peg and Emmaline hitchhike to the Winn-Dixie, where Emmaline hopes to find her runaway sister. Harry, Emmaline's brother, lurks on the edges of their toxic, disjointed family.

Meanwhile, Mimi catches the measles at her family's summer cottage. Sent home with the family's housekeeper, she gets a taste for grown-up adventure and a glimpse of the compromises and deceit that come with it.

As seasons and years go by, each of the four must come to terms with what happened that summer and what they did—or didn't do. *Thanksgiving* slowly reveals the adult ugliness festering beneath the summer idylls of childhood.

## KEY SELLING POINTS

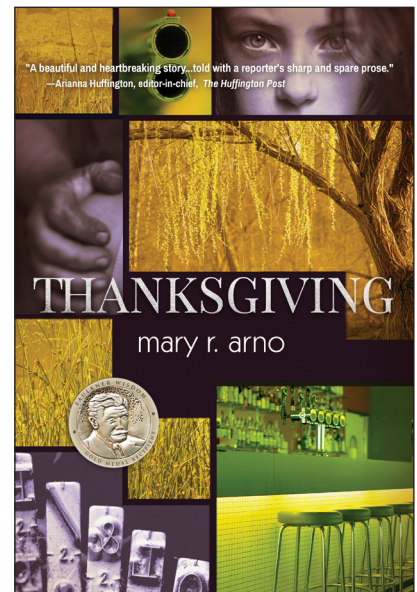
- New Orleans has a vibrant literary scene, anchored by the Pirate's Alley Faulkner Society, the Faulkner Wisdom Competition and the Tennessee Williams Literary Festival.
- The author is connected to New Orleans' two competing newspapers—the *Picayune*, now largely online as *nola.com*, and the *Advocate*.
- Mary Arno's husband owns a television station, WBBZ-TV in Buffalo, NY, and hosts a talk show on that station.
- The Facebook page Friends of *The Times-Picayune* Editorial Staff, of which the author is a member, has 1,551 active and lively members, many of whom now work for other local and national media.
- The author has newspaper contacts in many cities, including Los Angeles and Orlando.

## AUDIENCE

- Newspaper and television reporters
- Readers of Southern fiction
- Baby Boomers
- Women & book clubs

## MARKETING

- Author has a website/blog. She is on several social media sites including Facebook, Goodreads, Pinterest, and Twitter. She plans on creating a video trailer. Possible promotion on the Huffington Post website. Facebook ads will target Louisiana, Mississippi Gulf Coast, Texas, and newspapers within those regions; and people living in or from Southern United States.
- Shari Stauch of Where Writers Win is working on other placement for the trailer, including Jet Blue Airlines' onboard advertising, particularly on Southern routes.
- The video trailer will be used on Buffalo station WBBZ-TV and for selected national TV ads. Spots have already been booked in "Offbeat Cinema," a weekly late-night movie show that airs nationwide over the RTV (Retro Television) network. Arno will appear on "Talk of the Town" on WBBZ-TV. She will place full color ads in the Buffalo News. Arno is in contact with Susan Larson, the former Times-Picayune book editor who does a public radio show, "The Reading Life." Arno also plans advertising in the New Orleans Advocate, Baton Rouge Advocate, and New Orleans Times-Picayune.
- Author will be featured on panels at the 2015 Faulkner Conference in New Orleans in October, where advance hardcover copies of the book will be available for sale. Arno has several book signings planned at various locations including bookstores in bookstores in the Buffalo area, Baton Rouge and New Orleans. Author will conduct extensive pitching to festivals and book clubs via Winner Circle, including Pulpwood Queens.



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**FICTION: Coming of Age**



## AUTHOR BIO

Mary R. Arno is an award-winning author and journalist who has worked at newspapers across the southern United States, from Los Angeles to New Orleans to Orlando, with a couple of others in between. As a reporter and editor, she covered everything from murders and refinery explosions on the police beat to small-town politics to national political conventions and campaigns. At the *Los Angeles Times*, she was part of teams awarded Pulitzer Prizes for covering the L.A. riots in 1992 and the Northridge earthquake in 1994.

A native of New Orleans, she lives on a farm in upstate New York with her husband and the youngest three of her four children, spending as much time as possible in the city of her birth.

## ONLINE

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