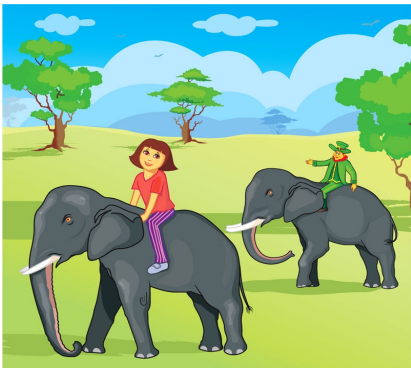




London Launch A Success!

On Thursday 4th June 2009, over 100 guests joined the Words Worth Reading team at the Apex City of London Hotel to celebrate the launch of Samantha Pearce's latest book, 'Catherina and the Incredible Stripy Pants'. The evening saw a wide array of guests coming together to enjoy champagne and canapés and taking full advantage of the opportunity to obtain a signed copy of the book.



The books had the added bonus of being accompanied by a CD-Rom, which was designed exclusively for this event. Each disc boasted several interactive games based around the book's characters and the feedback we have received about the book and the CD-Rom has been overwhelmingly positive. Annie O'Kane, the designer of the CD-Rom also displayed some of her unique paintings portraying images from the book.

The guest list for the night was vast and varied. There were representatives from several writing groups across London

who all made the most of the opportunity to share creative ideas and make new contacts in the writing world. We were also very pleased to see so many of our business clients there supporting Samantha and her book and enjoying a well deserved evening away from the office. Special thanks should also go to the representatives from the Society of Women's Writers and Journalists who were also in attendance to support their fellow society member, particularly as they had made their way directly from their summer festival, which was taking place on the same day.

The event itself was scattered with some extra special touches, one of which was the display of Words Worth Reading and Stripy Pants cupcakes, which seemed to go down really well amongst the guests!



Another unexpected pleasure was the appearance of our bespoke cocktails, designed specifically for the launch, the two drinks; 'Catherina's Choice' and 'Writer's Choice' were both a real hit!

During the course of the

evening Samantha managed to take a brief break from signing books to deliver a short speech, which was very well received. Notably so when she confirmed that, 'Catherina and the Incredible Stripy Pants' has distribution rights in the UK, Ireland, Canada and the US. A fantastic achievement!

The Words Worth Reading team are really looking forward to hosting an equally successful event on Thursday 25th June 2009 when we take the launch to Dublin, where we will be holding a similar event but with an Irish twist!



Contact Us:

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