

A new children's book, 'Catherina and the Incredible Stripy Pants', written by Samantha Pearce, was launched in London this month. It is due for distribution in the UK, Ireland, Canada and the USA.

On Thursday 4th June 2009, over 100 guests attended the Apex City of London Hotel to celebrate the launch of Samantha Pearce's latest children's book, 'Catherina and the Incredible Stripy Pants'. The book tells the story of Catherina's exciting adventures with her friend the Leprechaun as they race around the world visiting faraway lands. 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 and contained several interactive games based around the book's characters. 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 writing groups across London who all made the most of the opportunity to share creative ideas and make new contacts in the writing world. Also in attendance were representatives from the Society of Women's Writers and Journalists who came along to support the author, Samantha Pearce, who is also a council member of the society.

The event itself was scattered with some extra special touches, including Words Worth Reading and Stripy Pants cupcakes; and 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 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 evening was hosted by Samantha Pearce's own company Words Worth Reading, which provides a proofreading, copywriting and editorial service for students, jobseekers, writers and businesses. The company will also be launching the book in Dublin on Thursday 25th June 2009. For more information about Samantha Pearce or 'Catherina and the Incredible Stripy Pants' please visit www.wordsworthreading.co.uk