



For Immediate Release

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Announcing:

***Jo Joe*, a novel by Sally Wiener Grotta**

Publication Date: May 6, 2013 (hardcover)
June 6, 2013 (paperback & eBook)

Distribution: Ingram

Category: Adult Fiction

(Ethnic, Jewish, African American)

Hardcover: \$29.95, ISBN: 978-0-9883871-4-0, LOC:
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Paperback: \$17.95, ISBN: 978-0-9883871-1-9

eBook: \$3.99, ISBN: 978-0-9883871-5-7

Book cover image & author headshot download: www.PixelHallPress.com/Press.html

An ARC (advance reader copy) of *Jo Joe* is available for your review in print, PDF, ePub or Kindle .mobi from Pixel Hall Press or NetGalley

Jo Joe is a mystery of the heart about Judith Ormond, a young mixed race Jewish woman. Seventeen years earlier, violence and hatred drove Judith away from the small Pennsylvania village where she was raised by her white Christian grandparents. Only with the death of her beloved grandmother and the need to settle the family estate does she reluctantly break her vow to never return. During the one week visit, she's forced to deal with her first love who cruelly broke her heart and is menaced by an old enemy who threatens new brutalities. But when she uncovers a long-hidden secret, Judith is forced to look anew at the bigotry and betrayal that scarred her childhood.

Promotion Plans for *Jo Joe*

Jo Joe is an intriguing, beautifully crafted character-driven tale that deals with themes particularly suited for lively, interesting book club discussions. These include issues of Jewish and Black identity, prejudice and bigotry, and childhood memories as an "outsider." In addition to traditional sales channels, Pixel Hall Press will be marketing *Jo Joe* directly to book clubs, teachers and other book discussion groups. PHP will also facilitate Skype and phone conferences between Sally Wiener Grotta and discussion groups, and when possible, author personal appearances. Groups may purchase *Jo Joe* for a volume discount price, and download a free *Jo Joe* study guide from www.pixelhallpress.com/study+guides.html.

About Sally Wiener Grotta

An award-winning journalist and author, Sally Wiener Grotta is the consummate storyteller. Her work reflects her deep humanism and appreciation for the poignancy of life. Ms. Grotta has written many

hundreds of articles, columns and reviews for scores of glossy magazines, newspapers and online publications; plus, she has co-authored numerous non-fiction books. Her short fiction has been published in the *North Atlantic Review*.

About Pixel Hall Press

[Pixel Hall Press](#) is a relatively new, old-fashioned small publishing house whose focus is on discovering literary gems and great stories that might otherwise be overlooked. Our mission is to publish books that energize the imagination and intrigue the mind, and to be a conduit between readers and provocative, stimulating, talented authors.

In this era of digital technology, Wall Street involvement and merger mania, many mainstream publishers seem to have lost sight of core principles and the purpose of publishing. At the other end of the spectrum is the veritable avalanche of self-published books that are notoriously uneven in quality. Small boutique imprints like Pixel Hall Press are reclaiming the heart and soul of publishing by reviving the idea that a publisher's *raison d'être* is to find and nurture great writers, and to provide readers with beautiful, meaningful, truly enjoyable books.

Determined to stay small and relevant, Pixel Hall Press will be moving forward slowly and deliberately, adding only one or two new authors a year. Pixel Hall Press will also publish one or two single-themed short story anthologies annually; a significant portion of the profits from each anthology will be donated to a charity germane to the subject of the book.