



For Immediate Release

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***Jo Joe* by Sally Wiener Grotta**
A Novel That Will Endure

Every once in a while, a novel appears that exhibits the hallmarks of one that will endure. *Jo Joe* by Sally Wiener Grotta has all the elements: a compelling, beautifully crafted story you won't want to put down; memorable characters readers respond to on a visceral level; and meaningful subject matter that makes readers think, talk and question, long after they have finished the last page.

Jo Joe is the story of Judith Ormand, who learned hate and bigotry early in life. As a child, she was the only Black — and the only Jew — in a small insular Pennsylvania mountain village where she was raised by her white Christian grandparents. Now, she must reluctantly break her vow to never return to the town she learned to hate. During her one week visit, she buries and mourns her beloved grandmother, is forced to deal with the white boy who cruelly broke her heart, and is menaced by an old enemy. But with her traumatic discovery of a long buried secret, Judith finds more questions than answers about the prejudice that scarred her childhood.

Readers are welcome to download a free excerpt of *Jo Joe* from www.PixelHallPress.com/jo_joe.html to judge for themselves what's behind all the rave reviews and Internet buzz.

Why Do We Hate?

Jo Joe is an intriguing 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, family relationships, and childhood memories as an "outsider. Author Sally Wiener Grotta discusses the unanswerable questions and personal passions that drove her to write *Jo Joe*, in a video (<http://tinyurl.com/ourkcuy>). "Why do we hate? What are the roots of prejudice? Of bigotry and cruelty? How is it that families who love each other so deeply can misunderstand each other so completely, and through what they believe are well-intentioned loving actions, hurt each other so severely?" she asks readers to consider.

Pixel Hall Press will 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*.

Readers may connect with Sally Wiener Grotta on Facebook (www.Facebook.com/SallyWienerGrotta), Twitter (@SallyWGrotta), Google+ (<http://tinyurl.com/cf2wzlb>), GoodReads (<http://tinyurl.com/q646am6>) and her blog (<http://www.grotta.net/blog.htm#>).

About Pixel Hall Press

Pixel Hall Press (www.PixelHallPress.com) 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.

Availability

Jo Joe by Sally Wiener Grotta is available from all online and bricks-and-mortar bookstores, including Amazon, Barnes & Noble, or an independent bookstore near you.

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