



**Spotted Cow Press**

**FOR IMMEDIATE RELEASE**

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**Spotted Cow Press Announces The First Double Espresso Book Launch  
S. Minsos' Historical Novel Meets New Publishing Technology**

Spotted Cow Press is delighted to launch S. Minsos' novel *Squire Davis and the Crazy River* on September 18, 2009, in the first Double Espresso Book launch ever held.

Dr. Janine Brodie of the University Alberta described Minsos' new book as 'an enchanting tale about a forgotten past on the banks of the Grand River and a young Mohawk's journey to find his voice amidst colliding cultures, with a memorable ensemble of heroes and villains, and the certain allure of a plucky Scotswoman.'

The book will be launched simultaneously at the University of Alberta Bookstore and Titles, the bookstore at McMaster University. At 3:00 PM Mountain Time (5:00 PM Central Time) September 18, 2009 the book will be printed by two Espresso Book Machines, each of which produces a bound book in four minutes.

S. Minsos, the author, will attend the Alberta launch and read from her book. The bookstores will be connected live so that presentations, questions and comments can be shared between locations.

Mark Lefebvre, Book Operations Manager, Titles Bookstore at McMaster University is very excited about this event: 'We are delighted to participate in a simultaneous multi-location book launch that uniquely celebrates a local author's new book. Through the magic of print-on-demand technology, the open-mindedness of the publisher and the creativity of the author and marketing team that pulled this together we're thrilled to be part of this event.'

Todd Anderson agrees: 'Once again Spotted Cow Press has proven its willingness to be a leader in innovation in the publishing industry by simultaneously printing and launching a book, in two locations, 3500 kilometers apart. Sharing this unique opportunity with our friends from Titles Bookstore at McMaster University makes the event even more special for us.'

The book launches at both locations are open to the public.

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**For more information**

If you wish to attend this book launch or to schedule an interview with S. Minsos, please contact Merle Martin, Managing Editor (780.434.3858) ([merle.martin@spottedcowpress.ca](mailto:merle.martin@spottedcowpress.ca)).