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Today | Milwaukee, WI

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### ***FENG SHUI AND CHARLOTTE NIGHTINGALE* AUTHOR CRACKS UP**

#### **GET READY FOR A WILD RIDE**

*Pam Ferderbar's debut novel is laugh-out-loud funny with a big heart*

Pam Ferderbar, author of *Feng Shui and Charlotte Nightingale*, has cracked up readers with her fresh, hilarious book about a young woman with the worst luck in the world whose life is turned upside down by the use of Feng Shui—the ancient Chinese art of harmonizing people with their environments. “The Chinese never met Charlotte,” Ferderbar laughs. “She’s a wreck!”

“I wrote a book about a girl with the worst luck in the world, whose luck changes overnight, and my whole world changed in an instant.” Ferderbar refers to the sale of the film rights to the novella *Feng Shui and Charlotte Nightingale* to New Line Cinema after an intense bidding war, which resulted in a record-breaking \$800,000 deal. Shortly thereafter, New Line reorganized and all the executives on the project were fired. “Classic Charlotte moment,” says Ferderbar of her project being shelved at the studio.

The protagonist’s bad luck plays out in a string of Charlotte moments; “totally relatable events that make you call your mom or best friend and say, ‘you will not believe what just happened to me,’” explains Ferderbar. “It got to where my friends would text me two words, ‘Charlotte moment’ and I just knew.” The centerpiece of the book’s marketing campaign is the #CharlotteMoment where readers submit their most embarrassing and awkward moments via social media and the best (or worst) each month will be featured on Ferderbar’s website and sent a special Feng Shui prize, and possibly even end up in a companion book to the Charlotte Nightingale series; a collection of Charlotte Moments with illustrations and photographs. A sequel to the novel, with a top-secret plot twist, is also in the works.

After 20 years in Los Angeles, Ferderbar completed the novel just before returning to Delafield, Wisconsin, where she says, “It’s a beautiful, quiet place to write.” It was there that Ferderbar read a feature story in the Milwaukee Journal Sentinel about Kira Henschel of Henschel Haus Publishing in Milwaukee, and Ferderbar set her sights on getting “Charlotte” out to the world. “I loved Kira’s sensibility about books,” explains Ferderbar. “I knew she’d make a good home for my Charlotte.”

Henschel Haus Publishing is releasing the book through its fiction imprint Three Towers Press. Henschel describes the novel as “uproariously funny, fresh and hard to put down.” *Seven Letters From Paris* author Samantha Verant says, “Ferderbar’s comedic genius shines. Get ready for a wild ride!”

Read more at [www.pamferderbar.com](http://www.pamferderbar.com)

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CONTACT: Pam Ferderbar

[pam@pamferderbar.com](mailto:pam@pamferderbar.com) (213) 364-5449 1905 Hillside Drive, Delafield, WI 53018