

# Swift Publishers

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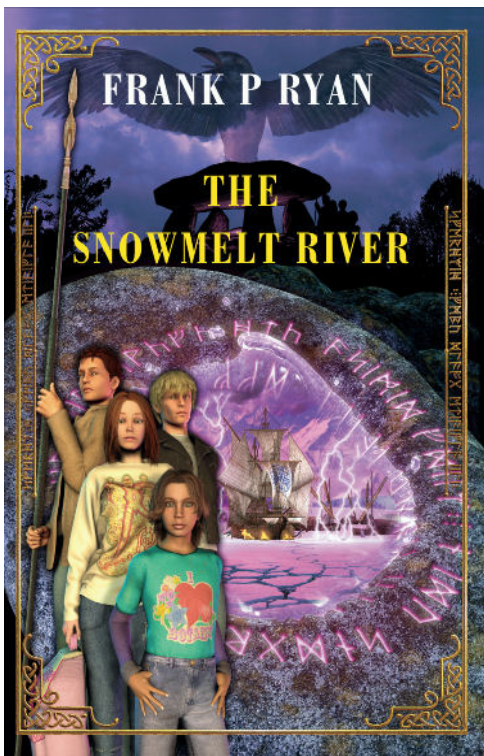
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## *The Snowmelt River*

International Bestselling author

### Frank P Ryan



Chance has brought together four young people in the small, historic Irish town of Clonmel. Alan is Irish-American, Kate Irish, and the adoptive brother and sister Mark and Mo are Londoners - although Mo originally hails from Australia and has an exotic spiritual quality that suggests something strange, almost magical, about her. They discover that they share a terrible secret, one that cannot be coincidence, and it makes them wonder if it was fate, and not happenstance, that really brought them together, and which now binds them inseparably as friends. And then, over the long hot Irish summer, the enchantment begins...

The Snowmelt River is the first of a four-volume epic fantasy series, with each book a separate adventure in itself. All four novels revolve around the coming of age, and power, of the central characters, Alan, Kate, Mark and Mo, each a very different personality, yet each making his or her personal contribution to an epic odyssey.

**B-format paperback. ISBN 978-1-874082-48-4. Publication date September 6 2010. Price 8.99 Euros**



## Marketing and Promotion

*The Snowmelt River* is the John West (Ireland) chosen book for 2010.

A major promotional exercise began is planned throughout Ireland from late September 2010, organised by Real Events and GBC Public Relations, funded by the generosity of John West. This will include a media tour with Frank P Ryan and the first ever fantasy short story competition open to all Irish children aged 12 to 19 years of age. Real Events will be taking the competition into interested schools and the competition will be judged in the New Year of 2011, when three categories of prizes will be presented to different age subsets among the contestants. A guide, with 12 tips on how to increase word power and how to prepare and write a fantasy short story, written by Frank P Ryan, will be circulated to all interested schools and children as part of the preparation for the competition. Prizes will be presented in London, jointly by Frank Ryan, John West and Leslie Gardner of the Artellus International Literary Agency.

A website dedicated to the Snowmelt River, with contributions from the celebrated fantasy artist Mark Salwowski, is at [www.frankpryan.com](http://www.frankpryan.com).

## Trade Terms

**Swift offers the normal sale or return trade discounts, as follows:**

**Single orders – 25%**

**2 to 6 copies – 35%**

**6 to 12 copies – 40%**

**12 to 24 copies – 45%**

**25 upwards – 50%**

**We welcome enquiries from the bookselling trade.**

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