

MEDIA RELEASE

FOR IMMEDIATE RELEASE – Expat Canadian Author, LA Johannesson looking for hometown Toronto media opportunities to promote new novel, *eloves me, eloves me not*

19 August 2013 - *eloves me, eloves me not* author, LA Johannesson, is making the trip across the Pacific from Sydney, Australia to hometown Toronto, Canada and is seeking media opportunities to share her breakout novel, with the city that inspired it.

She will be in Toronto from **Tuesday the 17th – Thursday the 26th of September 2013**. She may also be the author who is travelling the furthest to exhibit at [The Word on the Street Festival](#) on Sunday, September 22.

LA is seeking media opportunities to promote her novel about looking for love online, She's happy to discuss online dating, share her story as an indie author and is also willing to provide some audience giveaways.

About the book

This fun read is a modern romantic comedy answers the question, "Where does the contemporary woman who has everything but Mr. Right go to find love?" Online dating of course! *eloves me, eloves me not* takes an inside look at the modern quest for love following successful singleton Kayte's journey into the unpredictable world of online dating.

It gives the reader a front row seat to watch the parade of potential suitors who step out of the computer and into Kayte's life. The story's intimate first person voice helps the reader to cheer, laugh, cringe and cry right along with Kayte. With some well-placed plot twists, their reader's real challenge becomes whether or not they can predict where she'll end up and with whom.

eloves me, eloves me not is receiving great reviews from bibliophiles and online daters alike and it continues to gain visibility around the globe (Canada, The US, UK and Australia and predominantly). While it is authentically chick lit, many have noted that it provides much more insight and depth than is typical of this genre. An 8/10 review from the ChickLitClub, said, 'There's a chuckle or a twist on every page.' And the men are openly admitting that it's 'not just one for the girls'. Kayte serves as a relatable protagonist for both genders and is being described as, 'an IT-savvy Bridget Jones' who is intelligent, warm and witty, albeit a little bit clumsy!

Brenda from Sydney says: 'Loved it, such a fun read! The story was something I could so relate to and I loved that it wasn't predictable. I wish I could have used [Roman's Rules of Online Dating](#) back when I tried online dating – would have saved me a lot of heartache!'

The distribution process is working well too. On Facebook Donna from Toronto says, 'It was so easy to grab it for the Kindle app on my Kobo Vox.' And Terry from Buffalo said, "Very smooth iBook purchase."

About LA Johannesson

She's a Canadian author born and raised in Toronto, now living in Sydney, Australia. With a background in marketing and communications, she's a writer, amateur photographer and girl-geek



with a passion for quirky people, fine food and wine, golden retrievers, unique stories and interesting conversations.



Her writing reflects her profile. It's clear why she writes romantic fiction with a geeky twist.

Johannesson challenged the traditional publishing model by using a more contemporary approach that included global crowd sourcing, online distribution networks, social media and digital marketing. She wrote the novel, managed the review, editing, and cover design processes herself. She also created the digital components required for the launch campaign including the book/author website, social media presences and the overall integrated promotion and publicity strategy. Links to all of these can be found here at <http://lajohannesson.com/>

She says, "I made the choice to self-publish over going the traditional publishing route for a number of reasons. It was important for me to maintain full creative control, to apply my digital and marketing skills, to be opportunistic and responsive through the launch phase and to hopefully end up with a fairer remuneration for the author."

Already at work on book number two, L. A. is planning a series of novels that marry strong sexy female characters with the latest in technology – think romantic fiction with a geeky twist!

*LA says, "With millions of online daters around the globe, my dream is for all of them to read **eloves me, eloves me not**. They will find themselves, their dates and their excitement and experiences within its pages. Trust me when I say it's been well researched.'*

eloves me, eloves me not is [now available globally](http://lajohannesson.com/eloves-me-eloves-me-not/buy-it/) in paperback and ebook formats through most of the online book sellers. A full list of outlets is available on the book's website <http://lajohannesson.com/eloves-me-eloves-me-not/buy-it/>

You can watch the book's [promotional trailer here](#).

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