

PRESS RELEASE

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A national book tour for LA journalist and first-time novelist Nancy Rommelmann

San Francisco, CA March 16, 2011 - First-time novelist Nancy Rommelmann is getting all kinds of attention for *The Bad Mother*, a book no one in mainstream publishing would touch—until a small press started by a software training company stepped in to publish it.

For years, journalist Nancy Rommelmann was the George Plimpton of Hollywood. When she wondered who stayed at the seedy, end-of-the-dream Saharan Motel on Sunset Boulevard—she moved in. To write about the life of a typical Mexican gardener, she joined a crew. She once took a road trip with one of John Wayne Gacy's groupies and met the serial killer in person.

The Bad Mother is Rommelmann's first novel. It is the tersely told, unsentimental story of a group of teenagers squatting in a loft on Hollywood Boulevard, just blocks from the Kodak Theater. Agent after agent turned the manuscript down. "Too dark." "Too small." "Too literary." "Nobody wants to read about homeless teenagers." "Can't you write a food book?" "A bar guide?" "A sex guide?"

Nancy's friend and fellow author, Hillary Louise Johnson, had long wanted to start a writer-centric, alternative publishing company, and got the chance when her employer, a software training company (Agile Learning Labs), needed to publish a textbook. Johnson started Dymaxicon, an imprint with the mission of publishing, as she puts it, "Both fine literature, and fine, literary technical books. The common thread is quality."

Even before the official publication date of March 1st, *The Bad Mother* had experienced a groundswell of interest and support. The Los Angeles Press Club offered to host a book party; Powell's Bookstore in Portland, Skylight Books in Los

Angeles, and BookCourt in New York all booked Rommelmann for readings, leading to a national book tour; newspapers began to request review copies.

Most telling of all, Nancy began to receive email through her blog from total strangers, like the librarian who illicitly read *The Bad Mother* on her breaks before it was even cataloged, and the volunteer at a non-profit serving teens like those in the book, who snagged the next-to-last copy at a bookstore and contacted Nancy with an invitation to meet the girls.

Thanks to the success of Rommelmann's book, doors are opening for Dymaxicon, which now has two books out and several more in the pipeline, including another first novel, *The Sushi King's Daughter*, by Los Angeles author Larry Kronish.

The Bad Mother

A Novel by Nancy Rommelmann

Publication date: March 1, 2011

\$14.99 from www.dymaxicon.com

Also available for the Kindle and Nook for \$7.99

Published by Dymaxicon, an imprint of Agile Learning Labs

Book Tour Appearances:

March 20, 2011 - Ristretto Roasters, Portland, OR

April 7, 2011 - Skylight Books, Los Angeles, CA

April 21, 2011 - Powell's Hawthorne, Portland, OR

May 1, 2011 - Sunny's Bar, Brooklyn, NY

Please check www.dymaxicon.com/events for additions to this schedule.

Please direct media queries to (650)275-3568, or email info@dymaxicon.com. High images may be downloaded directly at www.dymaxicon.com/press, where you will also find an electronic version of this press kit.

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