

Cover
Reveal
11/1/2018

Ship Date: April 15, 2019
Pub Date: May 1, 2019
Price: \$16.99 US
ISBN-13: 980-1-937010-88-5
Trim: 5.5" x 8.5"
Format: trade paperback
Pages: 256
Carton Qty: 48

BISAC Codes:

FIC014050 FICTION/Historical/
World War II
FIC046000 FICTION/Jewish
FIC027360 FICTION/Romance/
Historical/American

About Looking Glass Press

Looking Glass Press is an independent trade publisher specializing in educational children's literature. We strive to make an impact on our communities by publishing works that celebrate untold stories and unique perspectives.

Contact

Jenny Kimura
Marketing & Sales
phone: 123-456-7894
email: jkimura@lookingglasspress.com

Lily's Home Front

Hillary Tiefer

Hook

As World War II rages on half a world away, Lily's life as a ship welder in 1940s Portland threatens to be pulled apart by not only the tensions in wartime America, but by the traditions of her loving, but strict Jewish family.

Description

Lily's Home Front brings a heartfelt tale of love, loss, and family set in the backdrop of 1940s Pacific Northwest. Contributing to the war effort as a ship welder in Portland, Oregon, and struggling to be a dutiful daughter to her parents, Lily Harper is anxious for her family to like Jim, her handsome soldier beau, but he's not Jewish, and to Lily's family, that makes all the difference in the world. With tensions growing between her parents, and as WWII stretches on, Lily must decide what she believes in, while fighting her own personal war between duty and love, tradition and independence.

Author Bio

Hillary Tiefer is a historical fiction author based in Portland, Oregon. A member of the Willamette Writers Society, the Historical Novel Society, and the Oregon Historical Society, Tiefer is an award-winning essayist with a deep interest in WWII. She lives in Portland with her husband, Jeffrey. *Lily's Home Front* is her first novel.

Key Selling Points

- A unique character point of view from a woman welder on Liberty Ships
- A rare historical fiction that portrays the lives and realities of Jewish Americans in the Pacific Northwest during WWII
- In-depth research conducted to accurately portray the struggles of working class America and life in Portland, Oregon during wartime.
- The book explores the struggles of an interfaith relationship between a Jewish woman and her family and a Lutheran man.

Audience

- Women 20+
- Readers of WWII historical fiction and romance
- Readers in the Pacific Northwest, particularly Portland, Oregon

Marketing and Publicity Highlights

- Author is well-connected with several local writers societies, including Willamette Writers, the Historical Novel Society, the Oregon Historical Society, and the Portland Women Writers.
- Author has submitted an application to present *Lily's Home Front* at Oregon Historical Society Holiday Cheer: A Celebration of Oregon Authors event later this year, with over a thousand anticipated attendees.
- Pre-order email and social media campaign that will include a free bookmark and reading guide with proof of purchase.
- Author tour will include partnerships with different Portland historical or Jewish organizations, including panels and an author Q&A with novelist Jamie Ford.

Comparative Titles

Title/Author	ISBN	Publisher	Publication Date	Price	YTD Sales
<i>Hotel on the Corner of Bitter and Sweet</i> , Jamie Ford	9780345505347	Random House	10/6/2009	\$26.00	16,765
<i>The Boston Girl</i> , Anita Diamant	9781439199367	Simon & Schuster	12/9/2014	\$26.00	2958
<i>Modern Girls</i> , Jennifer S. Brown	9780451477125	Penguin	5/1/2016	\$16.00	430
<i>Seven Stitches</i> , Ruth Tenzer Feldman	9781932010886	Ooligan Press	2/14/2017	\$14.95	7

For press inquiries, contact: Jenny Kimura, Publicist | 123-456-7890 | jkimura@lookingglasspress.com

Author book tour and local historical organizations to host educational series on Jewish identity in 1940s Portland

PORTLAND, OR—Published May 1, Hillary Tiefer's upcoming debut novel, *Lily's Home Front*, presents a new perspective on the struggles of Jewish-Americans living in the 1940s Pacific Northwest through the eyes of ship welder Lily Gordon as she struggles with both the hardships of war and convincing her loving, but strict family to accept her non-Jewish beau, Jim. A poignant, compelling tale of love, family, and tradition in the hardest of times, *Lily's Home Front* is sure to please avid readers of historical fiction, Jewish literature, and romance alike.

Looking Glass Press is excited to announce that Hillary Tiefer's book tour will include three educational events in Portland in collaboration with the Harold Schnitzer Family Program in Jewish Studies at Portland State University, Oregon Historical Society, the Oregon Jewish Museum, and the Mittleman Jewish Community Center. A full list of Hillary's book tour is available at www.lookingglasspress.com.

Advance Praise

"Lily is a courageous, feisty protagonist...A compelling story, rich in historical detail, that keeps the reader turning the pages for more." —Barbara Ridley, award-winning author of *When It's Over*

"Lily...puts in long hours at her Portland, Oregon shipyard; she also speaks out against injustice and bigotry...Written in personal and economical prose...a page-turner." —Harry Miller, author of *Southern Rain*



LOOKING GLASS
PRESS

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LILY'S HOME FRONT

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Available May 1, 2019
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ISBN 123456789013

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Marketing

- Author book tour includes partnerships with Portland organizations including Oregon Historical Society, Oregon Jewish Museum, Mittleman Jewish Community center, Willamette Writers, and Harold Schnitzer Family Program in Jewish Studies.
- Social media giveaway and pre-order campaign
- Online giveaway on Goodreads
- PNBA targeted online and print media campaign
- Online blog and librarian review outreach

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email: jkimura@lookingglasspress.com
website: www.lookingglasspress.com



Find out more about Hillary
on her website at www.hillarytiefer.com.

Ingram Advance B&W Full page

[Headline]

Coming Soon: Lily's Home Front

[Subheadline/CTA]

ISBN XXXXXXXXXXXX | \$16.99 | On Sale May 1, 2019

Request an ARC on Netgalley.

[Text]

Set in 1940s Portland, *Lily's Home Front* presents a new perspective on the struggles of Jewish-Americans living in the Pacific Northwest during the height of WWII, through the eyes of ship welder Lily Gordon, as she struggles not only to boost her family's morale, but to persuade them to accept her beau, Jim, perfect except for his non-Jewish background. Can Lily convince her family that everything will be alright, even if she's not sure herself? A poignant, compelling tale of love, family, and tradition in the hardest of times, *Lily's Home Front* is sure to please avid readers of historical fiction, Jewish literature, and romance alike.

[LGP Info]

Looking Glass Press | lookingglasspress.com | info@lookingglasspress.com

PW and ABA Banner

[Headline]

Lily's Home Front

[Text]

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[Book Cover Image]

On Sale May 1, 2019

[CTA]

Request an Arc Today

[Button]

PNBA Ad Package (all print materials, varied)

[Headline]

COMING MAY 1, 2019

[Book Cover]

[subheadline]

ISBN 13: 980-1-937010-88-5 | \$16.99

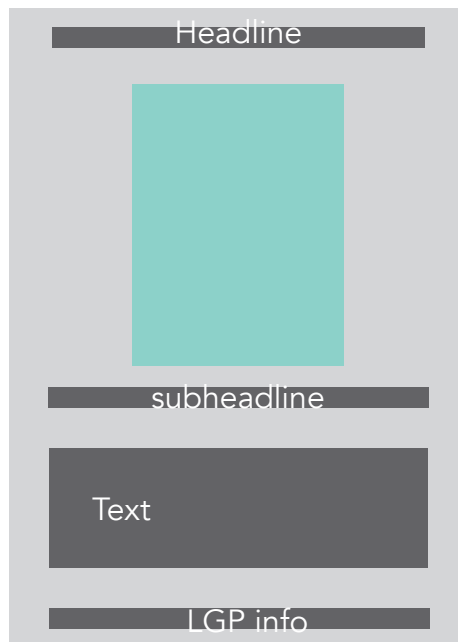
Lily's Home Front by Hillary Tiefer

As World War II rages on half a world away, Lily's life as a ship welder in 1940s Portland threatens to be pulled apart by not only the tensions in wartime America, but by the traditions of her loving, but strict Jewish family.

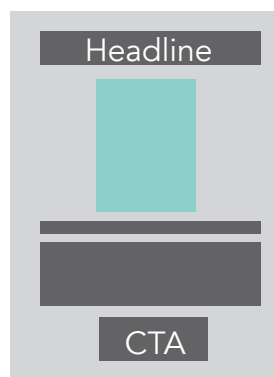
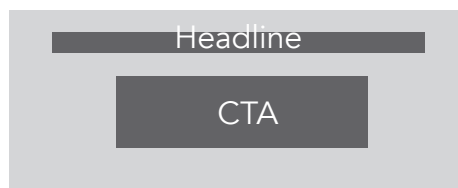
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Pre-order today [button]

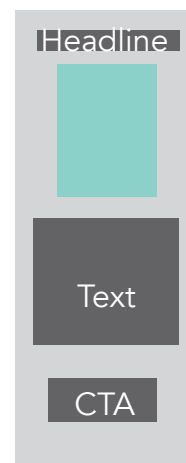
[LGP logo]



(GIF banner)



quarter ad for PNBA



Skyscraper banner for PNBA

Media Contacts | Lily's Home Front

Long Leads

Kirkus Reviews

- Contact: Laurie Muchnick
- Address: 65 West 36th St., Suite 700, New York, N.Y. 10018
- Website <https://www.kirkusreviews.com/publisher-services/>

Publishers Weekly

- Re: Fiction Reviews
- Address: 71 West 23 St. #1608, New York, NY 10010
- Website: <https://www.publishersweekly.com/pw/corp/submissionguidelines.html>

Shelf Awareness

- Contact: Shelf Awareness Stefanie Hargreaves
- Address: 811 1st Avenue, Suite 315, Seattle, WA 98104
- Email: Stefanie@shelf-awareness.com
- Website: <https://www.shelf-awareness.com/submissionguidelines.html>

Short Leads

The Oregonian

- Amy Wang, Managing Producer of The Oregonian's Life and Culture section and arts/books editor
- Contact: 503-294-5914, awang@oregonian.com

Portland Book Review

- Address: 465 NE 181st Ave #266, Portland, OR 97230
- Website: <http://portlandbookreview.com/submission-guidelines-2/>

Jewish Book Council

- Contact: Managing Editor
- Address: Jewish Book Council, 520 8th Avenue, 4th Floor, New York, NY 10018
- Website: https://www.jewishbookcouncil.org/about/reviews#To_Have_a_Book_Reviewed

Author Tour

Powell's Books, Cedar Hills (Portland, OR)

3415 SW Cedar Hills Blvd,
Beaverton, OR 97005
May 1, 2019 | 7-8pm

EVENT DETAILS: Book signing and author talk
SPECIAL PROMOTION: Send Powell's promotional social media materials to promote. Posters and postcards for Powell's locations.

Mittleman Jewish Community Center (Portland, OR)

6651 SW Capitol Hwy, Portland, OR 97219
May 3, 2019 | 6:30-7:30pm

EVENT DETAILS: Panel with other Jewish-American historical writers in conversation with Jewish community/religious leaders on topic of religion/culture. Book signing at end of program.
SPECIAL PROMOTION: event info on MJCC's website, plus posters and postcards for their bulletin board/front desk.

Oregon Historical Society (Portland, OR)

1200 SW Park Ave, Portland, OR 97205
May 27, 2019 | 4-5pm

EVENT DETAILS: Hillary Tiefer in conversation with PNW/historical author Jamie Ford (author of *Hotel on the Corner of Bitter and Sweet*). Book signing at end of program.
SPECIAL PROMOTION: event info on OHS's website, plus posters and postcards for location. Send promotional materials (cover, wording) to Jamie Ford to promote on social media.

Oregon Jewish Museum (Portland, OR)

1422 SW 11th Ave. Portland, OR 97201
June 8, 2019 | 7-8:30pm

EVENT DETAILS: Partnership with the Harold Schnitzer Family Program in Jewish Studies at

Portland State University, conversation with professors, moderated by students in the program. Book signing at end of program.

SPECIAL PROMOTION: Send promotional material and poster graphics for distribution at PSU.

Linfield College-Riley Campus Center (McMinnville, OR)

900 SE Baker St, McMinnville, OR 97128
May 15, 2019 | 7-8pm

EVENT DETAILS: Conversation/interview with a current English professor at Linfield College, focus of this conversation/interview would be geared more towards the writing/authorial process/historical fiction. Book signing at end of program.
SPECIAL PROMOTION: Send promotional material and poster graphics for distribution at Linfield.

Willamette Writers May 2019 Meeting (Portland, OR)

The Old Church, 1422 SW 11th Ave. Portland, OR
May 27, 2019 | 7pm-8:30pm

EVENT DETAILS: Book reading and Q&A, book signing at end of program.
SPECIAL PROMOTION: Send promotional material and poster graphics to WW for their email list and website.

General Promotion for each event:

- Social media: Author and publisher Facebook, publisher Instagram and Twitter. Separate posts for each location, plus a post with entire tour.
- Print media: posters, postcards
- Email: publisher and author email newsletter campaign announcing author tour.
- Website: Author and publisher website—on front page or on event calendar

Email Campaign

SUBJECT LINE: Read the first three chapters of LILY'S HOME FRONT now!

[Banner picture]

Hi Name,

We're so excited about our upcoming title, Lily's Home Front, that we're offering the first three chapters free! Start reading them here: [Link].

[CTA Button]: Read Now

Pre-Order Now

Lily's Home Front will be released on Wednesday, May 1, 2019. Pre-order it here [Link]. Send proof of your pre-order purchase to info@lookingglasspress.com and we'll send you a free companion reading guide and bookmark on release day!

[CTA Button]: Pre-order Today!

About the Book:

As World War II rages on half a world away, Lily's life as a ship welder in 1940s Portland threatens to be pulled apart by not only the tensions in wartime America, but by the traditions of her loving, but strict Jewish family.

[CTA Button: Read More]

About the Author:

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[CTA Button: See Website]

EMAIL SEQUENCE:

Email 1: Download 3 free chapters

Email 2: Pre-order offer (send proof of purchase and receive a free bookmark and reader's guide)

Email 3: Launch Party Event (first author event at Powell's)

Email 4: Available Now

Email 5: Author Tour Dates

Social Media Campaign

POSTS

Facebook

Our newest title, LILY'S HOME FRONT, is available now! Get it here: [link].
[image]

Twitter

Post for April 24

Our newest title, LILY'S HOME FRONT, pubs next Tuesday! Get your signed copy at our launch party on May 1 at @Powellsbooks, Cedar Hills at 7pm!

Instagram

[aesthetic picture of book]

Lily's Home Front, our newest historical romance novel set in 1940s Portland, is available now! Get your copy today (link in bio).

#bookstagram #publishing #pnw #PDX #instabooks #historicalfiction #portland #oregon #historical-romance #romance #WWII

HASHTAGS

#lookingglasspress #LilysHomeFront #historicalfiction #bookstagram #portland #oregon #historical-romance #romance #WWII #fiction #pnw #pacificnorthwest #indiepress #instabooks #powellsbooks #powells #jewishfiction #indieauthors #indiebooks #WWII

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