

*THE MEMORY BOX*  
Eva Lesko Natiello  
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**Local Author's Debut, *THE MEMORY BOX*,  
is 2014 #1 Bestseller at NJ Bookstore beating *GONE GIRL*  
and *THE GOLDFINCH***

Westfield, New Jersey -- When self-published author Eva Lesko Natiello was recently told that her 2014 release, *THE MEMORY BOX*, a psychological thriller, beat out all other adult fiction and non-fiction books to come in as #1 bestseller at The Town Book Store in Westfield, she was speechless. But just for a minute. "That's amazing!" Natiello said. "I already knew I had the best readers in the world and this certainly proves it."

Anne Laird, owner of The Town Bookstore, added "The Memory Box was our bestselling adult book. Word of mouth has been like wildfire. Book clubs have been very enthusiastic in their reviews and many local ones have enjoyed Eva as their guest. The psychological thriller has really taken off since the popularity of the book *Gone Girl*. The Memory Box's plot is equally complicated and unique."

Natiello, a first time author, mentioned that since the books release mid-summer 2014, she has made appearances at over 50 book clubs that have read her book. "It's my own kind of book tour – only I've skipped the store and gone straight to the readers." These book club appearances have expanded nationwide through Skype and even internationally as she recently "attended" one in Scotland. Natiello says "It's one of the greatest indulgences for an author to be sitting in the middle of a group of your own readers enthusing about characters you've created."

Referring to the other mega-successful books she beat out for the #1 spot, like *Gone Girl*, *The Goldfinch*, *The Orphan Train*, *Me Before You* and others, she says, “These are some of my personal favorites, it’s incredible to be among them.”

### **About the Author**

Eva Lesko Natiello is a former Estee Lauder communications executive who now writes and lives in suburban New Jersey. Her humorous essays can be found on her website at [evanatiello.com](http://evanatiello.com) and [The Huffington Post](http://TheHuffingtonPost.com). She has been anthologized in *NOT YOUR MOTHER’S BOOK. THE MEMORY BOX*, which the San Francisco Book Review gives “5 STARS” is a Houston Writers Guild 2014 Manuscript Winner and can be found at online retailers and local bookstores worldwide.

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