

THE MEMORY BOX
Eva Lesko Natiello
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Bestselling New Jersey Author Takes to the Beach to Promote Hot Summer Read.

Westfield, NJ/June 8, 2015 – Eva Lesko Natiello, bestselling author of the psychological thriller *THE MEMORY BOX*, surprises readers on the beach in Ocean Grove. *THE MEMORY BOX*, about a woman who Googles herself and discovers the shocking details of a past she doesn't remember, has been called "A must read for the beach," "A beach read that caused some serious sunburn," and "If you only have room for one book in your beach bag, make it *THE MEMORY BOX*," by reviewers. However, says Natiello, even though her self-published book "*THE MEMORY BOX* has gone to the #1 spot on Amazon several times in its first nine months, and sold over 25,000 copies, it's next to impossible to get it on coveted Best Beach Books lists, unless a book is traditionally published."

Natiello, a New Jersey author, is taking to the beach this summer to find her readers with what she's calling "*Where's your beach book?*" campaign. With books and swag in hand, she is popping up on beaches from Maryland to Maine, with an entourage who wear t-shirts that say: *Where's Your Beach Book?* She's met dozens of book lovers waiting to get their hands on the next hot read, and lucky for them she brings some with her. Sometimes the surprise is on Natiello. On a recent campaign stop in Bradley Beach, she spotted a reader with *THE MEMORY BOX* and approached her to introduce herself. "It's thrilling, as an author, to see someone reading your book on the beach or any public place. It was exciting for the both of us."

During the latest *Where's Your Beach Book?* campaign stop in Ocean Grove, Natiello met a group of ladies visiting from Yardley, PA for a girls' weekend. "They were the perfect demographic for *THE MEMORY BOX*. They told me they love to bring page-turners to the beach and they had never met an author before. One of them has *THE MEMORY BOX* on her

book club's to-read list and couldn't wait to tell her friends she met the author." Each of these ladies received a signed book. "It's so much fun; I feel like Oprah!" said Natiello.

"Marketing a self-published book requires some creativity," added Natiello. "Though self-published authors have gained a lot of ground over the last few years, one of the remaining strongholds is breaking into traditional media. But I haven't given up yet!" The "*Where's Your Beach Book?*" campaign will surprise readers on beaches along the east coast this summer.

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 evanatiello.com and The Huffington Post. *THE MEMORY BOX* is a Houston Writers Guild Award Winner. It can be found on Amazon, Barnes & Noble and in bookstores worldwide.

