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FOR IMMEDIATE RELEASE

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Prescott Book Festival Turns PURPLE!

Local author Susan Faith's second book, "Purple Puppy" was released last week in Sedona, to celebrate and support Pet-A-Paloosa. Purple People Incorporated, the publisher, worked long hours to assure the receipt of copies in time for the Sedona event.

"The books literally came off the truck within 48 hours of this major adopt-a-thon. We were a bit concerned that there might be a delay but our efforts paid off and we were able to have copies available at this important adopt-a-thon, and make a contribution to the Humane Society of Sedona," stated VP of Production, Tami Pivnick.

Sedona resident Susan Faith is an award-winning author, publisher and entrepreneur. Susan Faith loves sharing inspirational and spiritual stories with both children and adults. Susan believes it is her purpose to write and speak with a positive message to encourage everyone to live a happy and healthy life. Challenged by much illness in her past, Susan now enjoys living with an optimistic outlook and believes that we are all connected and can work together to build a more accepting and more peaceful Universe.

Susan Faith founded Purple People Incorporated to publish books and produce purple products that promote the concept of equality among all humans and respect for all living creatures. "Part of our purpose is to support charities with the proceeds from our books. I believe the Universe is abundant and always provides so I always want to provide for those we can help."

The publication of "Purple Puppy" will help us to contribute to animal causes and to find good homes for the thousands of homeless animals. Pet-a-paloosa was the beginning of that dream come true. Almost 100 animals found homes that day. "As we tour with "Purple Puppy," we plan to contact the local humane society to have a dog or puppy available for adoption at each of my book signings or speaking engagements. Last week I appeared at the Prescott Book Festival and the Yavapai Humane Society provided a sweet 4 year-old Chesapeake-mix. "Cheyenne" was a hit and there were many people interested in adopting her.

"Purple Puppy" is a fun and whimsical story erspective.about a child who falls asleep and dreams she is a puppy. One look at this pup and you will fall in love.

Award winning author Susan Faith will be appearing and signing a limited number of *Purple Puppy* copies, prior to its release in 2005 at the Third Edition of the Prescott Book Festival. The Festival will be held on Saturday, September 18th from 10 am - 4 pm at the Sharlot Hall Museum, 415 Gurley Street in Prescott.

Purple Puppy is a whimsical and irresistible tale about the importance of pet and child safety. Reviewers have already stated that this is a "MUST HAVE" book for all animal lovers and those thinking about adopting a pet. In her second book, Susan Faith delivers a lyrical story that continues the message of the power of love and our connection to the entire Universe, which she began in "Purple Love." "Purple Love" won the 2003 GLYPH Award for Best Inspirational, Spiritual Book and 2003 GLYPH Award for the Best Children's Book and Susan Faith won the 2003 Arizona Literary Award for Children's Literature.

The Prescott Book Festival will feature authors from Arizona and the surrounding states who will be available to sign and discuss their works. Booksellers will offer new, used and rare books for the discerning reader. Food will be available and entertainment will be provided. Admission is free.

Wear something purple and visit the Purple People booth for a free gift! Newly released purple products including *Purple Puppy* bandanas and frisbees, "I'm a Purple Person, Are You?" shirts, tank tops, tote bags, caps and more will be available with part of the proceeds to benefit animal shelters.

In addition to autographing her books in the Purple People Publishing booth, Susan Faith will appear in the "Kids' Corner" to read both books at 1PM.

Purple People Incorporated produces books and products that promote the concept of equality among all humans and respect for all living creatures. Part of the proceeds is donated to charities that benefit children, animals and the environment. For more information, call 928-204-6400 or visit www.purplepeople.com.