

For immediate release

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**MELCHER MEDIA PUBLISHES ANOTHER WATERPROOF BOOK
IN ITS DURABOOK™ SERIES**

THE BEACH BOOK

AND PUTS THE WORD “BEACH” BACK IN “BEACH READ”

From the same editorial team that produced the wildly popular anthologies **THE SOOTHING SOAK: A Bathtub Reader** (fall 2004), **AQUA EROTICA: 18 Stories for a Steamy Bath** (now in its 6th printing, with over 120,000 copies in print) and **WET: More Aqua Erotica** comes **THE BEACH BOOK** (\$16.95, Summer 2005). New in Melcher Media’s continuously successful DuraBook™ series of waterproof books – deemed “a new wave of publishing” by the *Financial Times* - **THE BEACH BOOK** is a seminal selection of fiction set on beaches around the world. (The DuraBook™ format utilizes revolutionary technology and is completely waterproof and highly durable.)

Put it right in your tote bag along with your sunglasses, sunscreen, beach towel, and flip-flops, and **THE BEACH BOOK** is a perfect companion for a day of sand and surf. . .or for relaxing by the pool.

Selected by Melcher Media’s team of editors, the ten stories in **THE BEACH BOOK** highlight the unmistakable connections between the beach and the human spirit. Collected here are internationally acclaimed authors — winners of the Pulitzer Prize, the National Book Award, the National Book Critics Circle Award, the PEN/Faulkner Award for Fiction, the O. Henry Award, and the Flannery O’Connor Prize for Short Fiction - who have all written eloquently about the beach. **THE BEACH BOOK** takes readers to different beach cultures, and along the way, readers visit the coasts of the Caribbean, California, Thailand, and Africa.

Included are such favorite writers as Gabriel García Márquez (*The Handsomest Drowned Man in the World*), Isaac Bashevis Singer (*The Hotel*), Robert Stone (*Under*

the Pitons), and Roald Dahl (*The Boy Who Talked with Animals*); and new voices, such as Jeffrey Eugenides (*Air Mail*, a hilarious and haunting portrait of a young American traveler who takes up residence in a Thailand beach shack), Anthony Doerr (*The Shell Collector*, an extraordinary story about a blind hermit whose esoteric knowledge of seashells leads to a crisis at once miraculous and deadly), and Frederick Reiken (*The Ocean*, a chronicle about an adolescent boy and his marine biologist father who spend the summer on St. John, where, among swamps and coral reefs, they both face fears, love, and loss).

The other three writers included are Hester Kaplan (*Live Life King-Sized*), Gina Berriault (*The Cove*), and Matthew Klam (*The Royal Palms*).

Distinctively designed with a bright and sunny cover and sophisticated typography, **THE BEACH BOOK** is ultimately the perfect marriage of content (an original anthology of unforgettable writings about the beach) and form (a completely waterproof format). . .and the must-have beach read this summer. DuraBooks™ can withstand a variety of elements: salt-water, chlorine, ultraviolet light (the pages never turn yellow), suntan lotion, and sand. So enjoy **THE BEACH BOOK** at the beach, but also at the pool and lake, in the spa and bathtub.

Of note:

In September 2004, Melcher Media was issued the patent (no. 6,773,034) for the technology behind the method of producing waterproof books. The format utilizes revolutionary technology and is completely waterproof, highly durable, and upcyclable. DuraBooks™ are a true innovation in the history of publishing, and they are also good for the environment. (The synthetic “paper” can be reused in perpetuity, thus saving trees and reducing toxins in the earth’s ecosystem.) And the printing quality is exceptional. As reported by *Printing News*, “As with art stock, the printing is remarkably crisp, the text and images very sharp, the colors clear. The greatest departure from a standard, high-quality paperback is that DuraBooks™ can be completely submerged in water and come out none the worse for wear. In fact, they were designed for the water.”

About Melcher Media

Founded in 1994 by Charles Melcher and based in New York, Melcher Media is a content producer and packager with more than 45 titles and 4.5 million books in print. With a reputation for extending the craft of bookmaking and pushing the genres of traditional publishing, Melcher Media combines innovative ideas with exceptional design. *Publishers Weekly* recently recognized Melcher Media as producing titles that are “always visually and physically distinctive.”

Melcher Media has created successful books and publishing programs for a variety of companies, institutions, and media partners, such as HBO, MTV, Lexus, Target, Harley-Davidson, Nike, VH-1, Comedy Central, *Lucky*, *InStyle*, *Real Simple*, *National Enquirer*, National Geographic, and the Smithsonian Institution. Melcher Media has

packaged books for a range of publishers, including Broadway Books, Crown, HarperCollins, Penguin Putnam, Pocket Books, St. Martin's Press, Virgin Publishing, Miramax Books, William-Morrow & Company, Alfred A. Knopf, Time Warner, and Simon and Schuster.

THE BEACH BOOK is published under the Melcher Media imprint – a new publishing program of original titles that launched in fall 2004.

BOOK SPECIFICATIONS

Title

THE BEACH BOOK

Author

Edited by Melcher Media

Designed by

Ph.D

Retail price

\$16.95

Pages

256

Binding

Paperback waterproof DuraBook™ with rounded corners

Trim size

4-3/4 x 7 inches vertical

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1-59591-003-4

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Publisher's website

<http://www.melcher.com/>