



2507 LaBrecque Drive Plainfield, Illinois 60544 815-254-9495

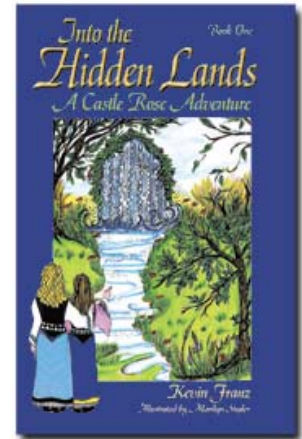
NEWS RELEASE

For Immediate Release

Contact: Starbell Books 815-254-9495 ♦ Email: StarbellBooks@comcast.net

From Bedtime Story to Publishing Company

Like many fathers, Plainfield resident Kevin Franz was often given “bedtime story” duty for his two daughters. But rather than just recycle the same old classics, Franz began creating his own tales using his daughters as the main characters. As time went on, the stories became more involved, and the made-up lands more detailed. Today, Kevin Franz and Starbell Books announce the publication of *Into the Hidden Lands: A Castle Rose Adventure* – a new children’s book based on those same bedtime stories.



“It was really my wife’s idea,” Franz remembers. “She used to listen outside my girl’s bedroom door, and she said I should really be writing all of these stories down. It had never occurred to me before that.”

Actually putting the stories on to paper proved to be quite a challenge for Franz, who has years of technical writing experience but had never before ventured into children’s literature. It took many months and several rewrites before Franz finally had something he was ready to share – an original manuscript featuring two young heroines named Princess Rachel and Princess Lisa. That manuscript eventually found its way to Wisconsin artist Marilyn Stigler, who immediately became interested in working on the project.

“My sister introduced me to Marilyn, and it’s been great working with her,” Franz said. “Without the illustrations I would have never taken things this far.”

Encouraged by positive feedback from teachers, reading specialists, and most importantly, the children that read the book, Franz decided to take the next step: publication.

“I could have tried shopping it around to the traditional publishers, or I could have paid to have it printed through a vanity press. But after looking into it, I decided that I would try and do it all myself. After all, how hard could it be?” Franz laughs.

Learning as he went along, Franz eventually created his own publishing company – Starbell Books – to produce and sell the Castle Rose series. Now, with the first book printed and available, Franz is planning speaking engagements at various libraries and schools both in the Plainfield area and near his hometown of West Allis, Wisconsin. He is hoping to not only promote his book, but also explain the details of self-publishing for any other aspiring authors.

Into the Hidden Lands is available from Starbell Books, 2507 LaBrecque Drive, Plainfield, IL 60544. The price is \$7.99, plus \$2.95 shipping and handling. Credit card orders are accepted. Reseller discounts are available. For more information call 815-254-9495, or visit www.Princess-Sisters.com. Kevin Franz is available for interviews and speaking engagements. Email StarbellBooks@comcast.net for details.