

**ISBN**

978-1-890862-65-7

LCCN

2009931827

Price

\$25.95 (cloth)

Publication Date

November 9, 2009

Category

Public Affairs/Current Events/Travel

BISAC

HIS010010 History/Europe/Eastern

HIS012000 History/Formal Soviet

Republics

HIS037070 History/Modern/20th CenturyHIS037080 History/Modern/21st Century**Format**

6 x 9

Pages

424 (includes 32 photos, 14 maps, index)

Territory

World

Authors Reside

In Washington, DC area

Kast Birthplace: Indianapolis, IN

Rosapepe Hometown: New York, NY

Edition Number 1**Bancroft Press****PO Box 65360****Baltimore, MD 21209-9945****410-358-0658****800-637-7377****fax: 410-764-1967****bruceb@bancroftpress.com****www.bancroftpress.com**

Dracula Is Dead

Sheilah Kast and Jim Rosapepe

BOOK SUMMARY

In December 1989, the people of Romania overthrew dictator Nicolae Ceaușescu, ending more than forty years of Communist oppression. Twenty years later, Romania is a thriving democracy and a stalwart member of NATO and the European Union. How did it happen? What made Romania the nation it is today? Join former United States ambassador to Romania Jim Rosapepe and his wife, renowned journalist Sheilah Kast, on an amazing tour of an amazing land—beyond Dracula, beyond orphans, beyond Communism, to the vibrant culture and unique history that defines the modern Romania. More than mere travelogue or memoir, *Dracula Is Dead: How Romanians Survived Communism, Ended It, and Emerged since 1989 as the New Italy* presents Romania through American eyes, taking you with Jim and Sheilah as they discover a remarkable country of boundless hospitality, brilliant skills, and, perhaps for the first time in the nation's long and astounding history, reasonable hope that tomorrow will be better than today because of freedom.

SALES HANDLE

- Pre-publication praise is extensive, most notably from world's best-known Romanian American, Olympic champion and gymnastics coach **Nadia Comaneci**, and from U.S. Secretary of State **Madeleine K. Albright**. Comaneci's blurb is on the front cover: "If they gave out gold medals for books, *Dracula is Dead* would get one." Albright writes, "Romania is a living legacy of Rome, as well as a great American ally. Jim and Sheilah are outstanding guides to this country which is both familiar and exotic."
- As part guidebook, travel essay, history, and memoir, this book will appeal to travelers to Romania; Americans who have lived and worked in Romania, such as members of the Peace Corp; Christian and Jewish **Americans of Romanian heritage**; Hungarian Americans, especially those with an interest in Romania; people from Jim and Sheilah's vast networks of business, politics and journalism; and general readers.

MARKETING/ PUBLICITY

- Likely to be reviewed by *The New Yorker*, the *International Herald Tribune*, and *Travel Goods Showcase Magazine* in time for their annual travel book roundup in September.
- Also likely to be reviewed by *Departures* and *Condé Nast Traveler*, among other travel publications, websites, and blogs.
- Probable interviews/appearances on *Good Morning America*, *20/20*, *CBS Sunday Morning*, *CNN's American Morning*, *C-Span's After Words*, *Washington Journal*, *Book TV*, and *Q&A*, *ABC's World News Tonight with Charles Gibson* and *The View*, *NBC's Today Show*, *PBS's Charlie Rose* and *The News Hour with Jim Lehrer*, *The Daily Show with John Stewart*, *FNC's Fox Report with Shepard Smith*, *MSNBC's Hardball with Chris Matthews*, *The History Channel's History Center*, and the syndicated PBS programs *This is America with Dennis Wholey* and *Religion and Ethics News Weekly*.
- Interviews with NPR radio shows, including most likely *All Things Considered*, *Weekend Edition*, *Diane Rehm Show*, and *Fresh Air with Terry Gross*, and *The Peter Greenberg Radio Show* on Sirius-XM Satellite Radio.
- Intensive appearances on other Washington, D.C. area broadcast programs
- Interviews timed to coincide with 20th anniversaries of the November 9 fall of the Berlin Wall and the December 25 execution of Ceausescu
- Publicity for five months before and one month after publication being handled by New York-based publicist Meg Parsont.
- Launches/book signings at Politics & Prose in Washington, D.C. (November 8), the Enoch Pratt Free Library in Baltimore, MD (November 12), and the Romanian Embassy or Consulate in D.C. and New York City.
- To be promoted through the Romanian Consulate in Chicago, Los Angeles, Detroit, Boston, and other cities as well as the Romanian Tourist Board.
- Authors have set up own website www.DraculaIsDead.com and www.DraculaIsDead.ro, and will collaborate with travel, tourism, business and journalism sites to promote book sales. Authors will promote sales from website with giveaways and custom-signed items.