

Attention: Book Buyers

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“She signed ‘chase,’ then ran into the tall grass and hid. It took me a moment to realize she was trying to cheer me up by playing the hide-in-the-grass game. I managed to play with this marvelous creature for a few minutes until I just couldn’t overcome the dread of events to come. As she frolicked and hooted for my benefit, I was struck by the enormity of what would play out during the next twenty-four hours.”

--From Chain Thinking

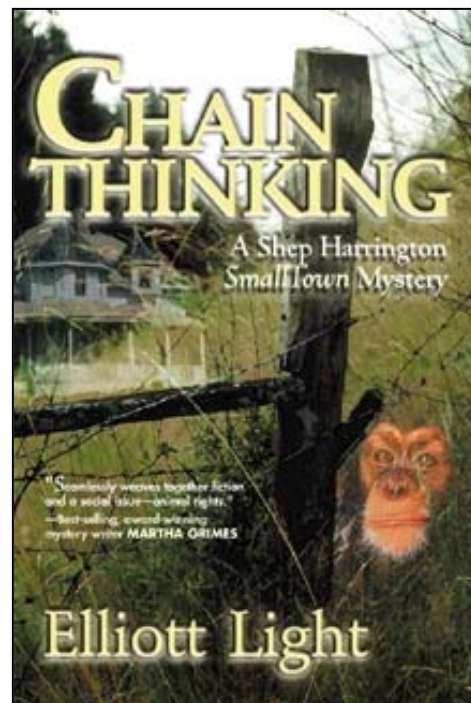
Light’s Mystery with a Message Entertains, Opens Minds on Animal Rights

Chain Thinking continues the story of lawyer-cum-detective Shep Harrington, who made his debut in Light’s first novel, ***Lonesome Song***. But while ***Lonesome Song*** was written in classic mystery style, and also as an introduction to a colorful cast of characters (including the setting of the Poor Farm, which is a character in and of itself), ***Chain Thinking*** transcends that genre, doing something few authors have successfully attempted—marrying an engrossing story with a sensitive social issue.

“Seamlessly weaves together fiction and a social issue—animal rights.”

-- MARTHA GRIMES, BEST-SELLING, AWARD-WINNING MYSTERY WRITER

Kikora, a chimpanzee left in Shep’s initially reluctant care, has been liberated from living as the “property” of DMI—a mega medical conglomerate that uses animals like her to test a new anti-



obesity pill. ***Chain Thinking*** poses many hard to answer ethical quandaries, such as: Can an animal with a difference of only 1.6% of DNA really be the property of a human? And with obesity as a nationwide epidemic that has recently

eclipsed smoking as a top health risk, are the lives of a few primates worth the lives of millions of people—or vice versa?

Elliott Light knows better than to preach or moralize in *Chain Thinking*. He lays out the facts, in the form of a riveting story, and lets the readers do the thinking, concluding, and convincing for themselves—the most effective method of argument in any case.

“The way to get this issue across to the general public is in this format (a novel) rather than a dry academic study.” -- NORMAN BAKER, MP, HOUSE OF COMMONS

This new fiction is exactly what animal rights groups across the world have been waiting for—a way to make the facts of this issue accessible to everyday people. And it’s exactly what mystery fans have been waiting for—a Mystery with a Message.

Praise for Chain Thinking

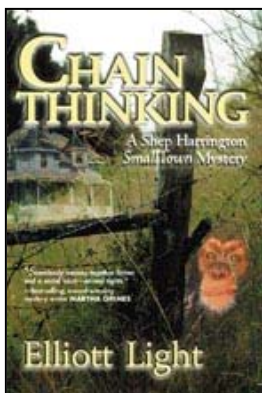
*“Those who think that stories about legal rights for nonhuman animals have to be boring, tedious, complicated, or abstract are in for a treat in *Chain Thinking!*” -- STEVEN M. WISE, LECTURER, HARVARD LAW SCHOOL*

“Within this mystery, Elliott Light's reluctant but interesting detective, Shep Harrington, makes his own case for the need to break ‘chain thinking’ and morally look at an important topic for discussion -- the way we treat our fellow creatures.” -- NEVADA BARR, BEST-SELLING MYSTERY WRITER

*“*Chain Thinking* is two books in one—a wonderful introduction to the plight of captive chimpanzees, and an engrossing murder mystery that’s hard to put down.” -- ROGER FOUTS, CO-AUTHOR, NEXT OF KIN: MY CONVERSATIONS WITH CHIMPANZEES; DEBORAH FOUTS, DIRECTOR, CHIMPANZEE AND HUMAN COMMUNICATION INSTITUTE*

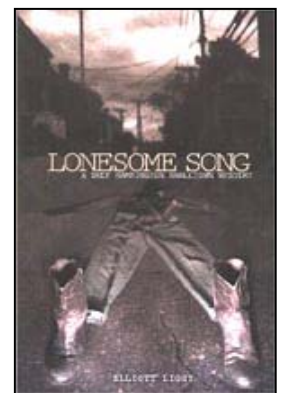
*“Elliott Light's *Chain Thinking* is refreshing in the way it offers up a fast moving crime plot wrapped around the fundamental issue of animal rights. It's an exciting read and a great gift idea for those whose minds are not so open on animal rights and the use of animals in scientific experimentation.”*

-- ANGIE STEPHENSON, VICE PRESIDENT OF ANIMAL LIBERATION, NEW SOUTH WALES (AUSTRALIA)



*For title and ordering information, please scroll to last two pages. For a review copy of *Chain Thinking* or of Elliott Light's first novel, *Lonesome Song*, please contact:*

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The Story Behind the Book

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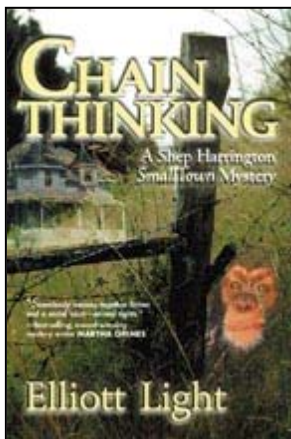
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“Having justified our claim to human rights based on cognition, ability to suffer, self-knowledge, culture, and other ‘uniquely’ human qualities, we must now deal with the realization that we may actually share these ‘uniquely’ human qualities with other living things.”

--Elliott Light

Wife Opens Author’s Eyes to Animal Rights; Author Opens Readers’ Eyes



“I DIDN’T KNOW I was marrying a writer,” laughs Sonya Light, speaking of her marriage to mystery author and lawyer Elliott Light, “so it took some getting used to.”

But as their years together passed, and Light began considering the second novel in his trademarked Shep Harrington SmallTown Mystery Series, Sonya inadvertently took on a major role.

“The idea for *Chain Thinking* was a by-product of Sonya’s interest in efforts to communicate with chimpanzees through American Sign Language,” says Elliott. “She all but read Roger Fouts’ book *Next of Kin* to me while I was watching TV, eating dinner, and flossing.”

Sonya disagrees that she “followed him around,” but she does concede that “I shared a lot of my thoughts and experi-

ences with him.” Soon, Sonya was participating in an Earthwatch expedition studying five chimps Fouts cares for in a sanctuary built through his efforts, and the seeds that would grow into *Chain Thinking* were taking root in Elliott’s mind.



“I WAS LOOKING for a ‘next book,’” says Elliott, “and began to wonder what would happen if a scientist involved in testing on

chimpanzees was murdered—who would commit the crime, who would be accused, what the motivations might be, and how Shep would become involved. I surprised Sonya one day with a final draft.” He continues, “Of course, I had a lot of help along the way from people I met via the Internet—a who’s who

among primatologists and primate rights advocates.”

Sonya, both Elliott’s number one fan and toughest critic, became the first atop a long list of readers enthralled with the mystery’s story. “I was delighted when he came up with the idea to write a mystery that would highlight the plight of animal testing and chimpanzees in particular,” she says.

“*Chain Thinking* is two books in one. On the one hand, it’s a wonderful introduction to the plight of captive chimpanzees. On the other hand, it’s an engrossing murder mystery that’s hard to put down. Both elements are packed into a quick and thoroughly enjoyable read.” -- ROGER FOUTS

JUMP FORWARD SEVERAL MONTHS: the Lights and *Chain Thinking* have come full circle, garnering praise from the very people who inspired the novel in the beginning, including Roger Fouts and Steven Wise, as well as acclaim from an extensive list of professionals, mystery lovers, and even so-called “non-believers” in the animal rights cause.

After his wife opened his eyes to the plight of chimpanzees involved in medical experimentation, Elliott Light took it upon himself to enlighten a wider audience—one he knew other advocates couldn’t touch, but one *he* could reach as a fiction writer. As *Booklist*, the magazine of the American Library Association, said, *Chain Thinking* “never turns preachy.” The fact that the book is an entertaining mystery makes it accessible to wide audiences who just may learn something along the way.

“If public opinion is any indication, the animal-rights movement will continue to gain ground. In May, a Gallup Poll found that 96 percent of Americans believe animals deserve some protection from harm and exploitation. A surprising 25 percent said that animals deserved the ‘exact same rights’ as people.

“But winning the majority of people over to that idea will be a major challenge. Most Americans still believe that only humans have a soul, and occupy a higher moral rung on the ladder of creation.” — DAVID W. MOORE, THE GALLUP ORGANIZATION

“The moral dilemma is part of the mystery,” says Elliott, “not a substitute for it.” And this very simple fact is making *Chain Thinking* one of the most powerful tools an advocate has, in what is truly a breakthrough on the animal rights front.

LORI KETTLER, AN ATTORNEY for one of the most visible animal rights activism groups in the world, PETA, says, “I hope PETA members will order the book from our website store and pass it along to their mainstream fellows. *Chain Thinking*’s success in the marketplace could mean that many people not necessarily in tune with the issue of animal use in laboratory testing will develop a more thoughtful attitude about the whole sordid mess.”

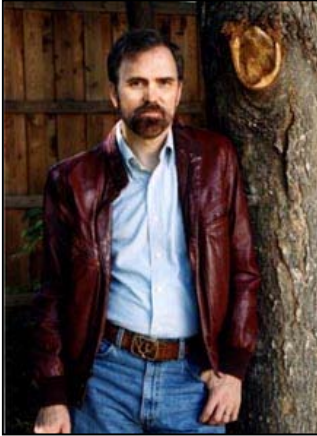
The book is also a breakthrough on the mystery front, transcending traditional boundaries of the genre, and becoming what publishers are now calling a “Mystery with a Message.” Asked if they have plans to team up again, Sonya gives an enthusiastic “yes, we’re at it again!”

Author Bio

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Biography of A Reforming Chain Thinker



ELLIOTT LIGHT GREW UP outside Washington, D.C. in McLean, Virginia before the beltway encircled the capital city, before farms

were turned into housing developments, and before open fields became mega-malls.

THE SMALL TOWN OF LYLE is his creation and reflects a mixture of true life and fiction drawn from the place he grew up and the places his relatives and ancestors lived. Among the more colorful members of his family tree are his great, great, great uncle John Marshall, the first Chief Justice of the U.S. Supreme Court, and his great, great, great cousin, Thomas Jefferson.

ELLIOTT ATTENDED THE University of Virginia, receiving degrees in Electrical Engineering and Law. He's had an interesting legal career, mostly as in-house counsel for high tech companies. He has sold a satellite to China, worked with the founders of the Internet commerce at CyberCash, and written regulations that resulted in the energy labels we see on

many appliances. He filed patents and received patents for detecting the status of a device over the Internet, then taught himself patent law, passed the patent bar exam, and is now a practicing patent attorney.

OH YES—HE'S ALSO a mystery writer. Elliott gives a lot of credit for being published to Sonya, his wife. "Her patience and 'tough love' combined with my abhorrence of failure made *Lonesome Song* and ultimately *Chain Thinking* possible," says Light. "She helped me learn where my voice was, what I was good at. Sonya loves a good book and is not shy about giving an opinion. Of course, I was lucky to meet Bruce Bortz of Bancroft Press. The rest is, well, history."

ELLIOT LIVES WITH HIS WIFE SONYA in Rockville, Maryland with their two much-loved felines, Sasha (pictured) and Sumo.

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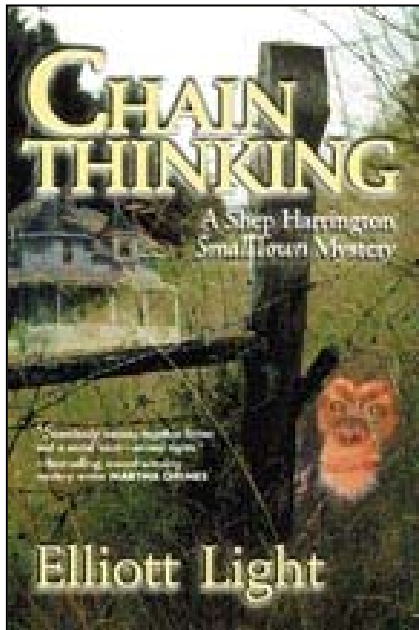
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“The implicit argument for animal rights should elevate the profile of this one.”
—PUBLISHERS WEEKLY



ISBN
1-890862-21-5
Price
\$19.95
Pub. Date
August 2003
Category
Thriller/ Mystery
Format
6 x 9
Pages
211
Territory
World
Author Resides
Rockville, MD
Edition Number
1

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More Praise for Chain Thinking

“This second installment in Light’s Shep Harrington series presents a respectable balance between the mystery and the cause, never turning preachy yet always making clear Light’s stance on the issue. Entertaining and enlightening.”-- **BOOKLIST**

“Watching the murder storyline play out to its climax made for great reading... But it was the story’s second aspect that intrigued me even more... The facts presented tug at your emotions. *Chain Thinking* is a book that I will be pondering for the weeks to come.” -- **TRACY FARNSWORTH, ROUNDTABLE REVIEWS**

“Kikora's story will leave readers thinking twice ... The book is worth reading if only because of the author's creativity in handling the main character. Shep's design of an extraordinary legal ploy to save Kikora steals the show and may be the best part of the entire story.” -- **REVIEWINGTHEEVIDENCE.COM (MARY WELK)**

“You don't have to be an animal rights advocate to enjoy this engrossing mystery. But after you turn the final page, you'll definitely have something important to think and talk about.” -- **MARY LEE JENSVOLD, PH.D., CHIMPANZEE & HUMAN COMMUNICATION INSTITUTE (CHCI), CENTRAL WASHINGTON UNIVERSITY**

Marketing Information

SALES HANDLES

- ◀ New genre: A mystery with a message. An ethical dilemma at the heart of the mystery makes it more provocative and profound than traditional books in the genre
- ◀ Fills the void for animal rights fiction
- ◀ A delightful follow-up for fans of *Lonesome Song*
- ◀ Excites readers for more SmallTown Mysteries to come
- ◀ An ideal, no pressure way for animal rights people to proselytize – by buying books as gifts for their non-animal rights friends and relatives

AUDIENCE

- ◀ Mystery fans
- ◀ Animal rights activists
- ◀ *Lonesome Song* readers
- ◀ Medical professionals
- ◀ Southerners
- ◀ Residents of small towns
- ◀ Readers who normally favor non-fiction

MARKETING/ PUBLICITY

- ◀ Book blurbed by writers Martha Grimes and Nevada Barr, as well as several luminary animal rights activists, medical and law professionals, mystery bookstore owners, and everyday readers
- ◀ Op-ed pieces based on animal rights issues in the news
- ◀ Author events at rotary clubs, bookstores, as well as several dozen radio interviews
- ◀ Author web site [www.smalltownmysteries.com]
- ◀ Availability of the book through the catalogues and websites of animal rights groups, e.g. PETA
- ◀ Publicity tour following in the footsteps of Steve Wise's tour for his book, *Drawing the Line: Science and the Case for Animal Rights*, tour through Virginia Barnes and Noble stores, and a mystery bookstore tour
- ◀ Expert panel discussion to be staged on issues of animal rights, medicine, and obesity in New York City
- ◀ Reviews in *Kirkus*, *Library Journal*, *Publishers Weekly*, and *Booklist*
- ◀ Ad in *Booklist*
- ◀ Saturate Animal Rights groups/ publications for reviews—both US and abroad

CHAIN THINKING:

A Shep Harrington SmallTown Mystery
Author: Elliott Light
Categories: Mystery/ Animal Rights
Pub Date: September 2003
ISBN 1-890862-21-5
Hardcover/\$19.95/211 pages

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