



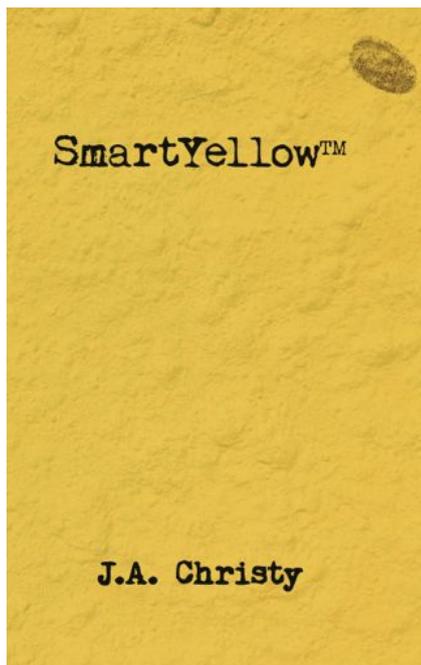
PRESS RELEASE

FOR IMMEDIATE RELEASE

Social experimentation with sinister overtones – SmartYellow™ by J.A. Christy out now

For the sake of order and the benefit of more fortunate members of society, those seen as socially undesirable are marked with SmartYellow™ to be tracked, controlled and constrained

DARTFORD, KENT – 7 August 2015 – Elsewhen Press, an independent UK publisher specialising in Speculative Fiction, is delighted to announce the publication today of *SmartYellow™* by **J.A. Christy**. A worryingly plausible and chilling glimpse into an alternate Britain where those seen as socially undesirable are marked with SmartYellow™, an invisible indicator of their status that can be readily detected by the authorities, social services and even retailers. They can be covertly tracked, controlled and maintained in a state of fruitless inactivity, collected together into surreptitiously segregated social housing estates.



Artwork: Leosaysays

Author J.A. Christy depicts a hidden world of social experimentation with very sinister overtones. She turns an understanding and honest eye not only on the weak, who have failed to cope with life, but also on those who ruthlessly exploit them for their own ends. At times tense and threatening, at times tender and insightful, *SmartYellow™* is a thought-provoking exploration of how probability, hope and empathy play a huge part in the flow of life and are absent in the stagnation of mere survival. As the true extent of the public deployment of the experiment becomes apparent, the reader inevitably starts to question how we would know if the power of the State to support and care for the weak had indeed become corrupted into the oppression of all those who do not fit society's norms.

As a psychologist working in high hazard safety, J.A. Christy has a professional interest in society and social analysis; as a scientist, she has always been fascinated by quantum physics, in particular the concept of decoherence and how it can be seen to apply in other disciplines. As a writer, she is keen to explore the human side of these ideas, and in *SmartYellow™* she develops themes of social inequity and scientific responsibility.

SmartYellow™ is published today by Elsewhen Press in digital format on all popular eBook platforms and will be published in paperback in November.

- Ends -

more



Notes for Editors

About J.A. Christy

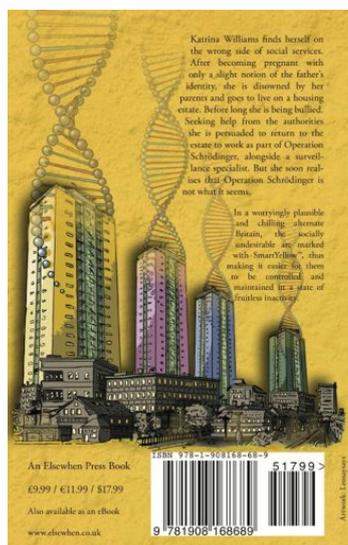


J.A. Christy's writing career began in infant school at the age of seven when she won best poetry prize with her poem 'Winter'. Since then she has been writing short stories and has had several published in magazines and anthologies.

She holds a PhD in which she explores the stories we use in everyday life to construct our identities. Working in high hazard safety, she is a Chartered Psychologist and Scientist and writes to apply her knowledge to cross the boundaries between science and art, in particular in the crime, speculative and science-fiction genres.

She lives in Oldham with her partner and their dog.

About SmartYellow™ and the cover art



SmartYellow™ is the story of a young girl, Katrina Williams, who finds herself on the wrong side of social services. After becoming pregnant with only a slight notion of the father's identity, she is disowned by her parents and goes to live on the Hill Farm estate. Before long she is being bullied by a gang involved in criminal activity and anti-social behaviour. Seeking help from the authorities, she is persuaded to return to the estate to work as part of Operation Schrödinger, alongside a surveillance specialist. But she soon realises that Operation Schrödinger is not all it seems.

SmartYellow™ has a front cover intended to suggest to a reader on seeing the book that it is coated in yellow powder, with the fingerprint suggesting that they might themselves become contaminated with the SmartYellow™ if they touch it. But beyond that, we wanted to give any brave would-be reader a reward for actually picking up the book and turning it over... so, we asked artist Leosaysays to produce some artwork for the back cover too, a rendition of Hill Farm.

Artwork: Leosaysays

About Elsewhen Press

Elsewhen Press is an independent publisher of Speculative Fiction. Based in South East England in the UK, Elsewhen Press publishes titles in English in digital and print editions, adopting a digital-first policy for most titles. Elsewhen Press is an imprint of Alnpete Limited.

Contact details:

Elsewhen Press contact: Al Murray on +44 (0) 7956 233402 al@elsewhen.co.uk

Information about Elsewhen Press, authors and titles can be obtained online from <http://elsewhen.co.uk>

Interviews with authors can be arranged through Elsewhen Press, contact Al Murray, as above.

Elsewhen Press titles are available from good retailers, for more details visit <http://elsewhen.co.uk>

This and other press releases from Elsewhen Press can be obtained as pdf files from <http://elsewhen.co.uk/index.php/retrieve/press/>

or can be viewed in our PRLog Pressroom at <http://bit.ly/elsewhenPR>

###