



PRESS RELEASE

FOR IMMEDIATE RELEASE

Elsewhen Press signs editor of literary magazine for science fiction novel

Dystopian science fiction novel by Mike French, senior editor of literary magazine *The View From Here*, to be published by independent imprint

DARTFORD, KENT – 10 MAY 2012 – Elsewhen Press, a small independent publisher specialising in Speculative Fiction, today announced that **Mike French**, the owner and senior editor of prestigious literary magazine, *The View From Here*, has signed a publishing deal for an undisclosed sum for his latest novel **Blue Friday**. Dystopian science fiction, it tells of a future where many live in fear of the Family Protection Agency, a special police division enforcing the strict legislation that has been introduced to protect the family unit. Combining dark humour with a vision of the future that is almost an inverse of the classic dystopian nightmare of 1984, Mike's latest novel follows in the tradition of great Speculative Fiction satirists such as Jonathan Swift.

In *Blue Friday*, overtime for married couples is banned, there is enforced viewing of family television (much of it repeats of old shows from the sixties and seventies), monitored family meal-times and a coming of age where twenty-five year-olds are automatically assigned a spouse by the state computer if they have failed to marry. Only the Overtime Underground network resists.

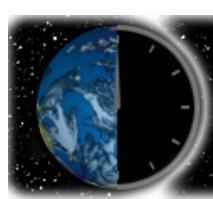
Al Murray, Managing Publisher of Elsewhen Press said "We are thrilled to be publishing Mike's new novel. Our aim is to produce beautifully written, quality stories, that excite and entertain. With our choice of authors and their work, we hope to provide our readers with thought-provoking stories that will stay with them long after they have finished reading. Mike's novel is thoughtful, while at the same time prompting a wry smile in the reader. It reverses the usual dystopian vision of a future regime driven by productivity and industrial output at the expense of family, demonstrating that the converse may be no better."

Elsewhen Press adopts a digital-first policy, initially publishing new titles in ebook format and subsequently in print editions, the reverse of most long-established publishing houses. "This approach allows us to be more innovative and exciting," explained Murray, "and publish titles that would otherwise be beyond the resources of a small independent publisher".

Blue Friday by Mike French will be published in a digital edition this summer and in print in the autumn.

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Notes for Editors

About Elsewhen Press

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

About Mike French



Mike French is the owner and senior editor of the prestigious literary magazine, *The View From Here* which has been called many fine things since it started in 2007 including, “Attractive, informative, sparkling and useful” by Iain M. Banks and for having a “great passion and drive” by Booker shortlisted Tom McCarthy. Mike’s debut novel, *The Ascent of Isaac Steward* came out in 2011 with Cauliay Publishing and was nominated for The Galaxy National Book Awards.

Born in Cornwall in 1967, Mike spent his childhood flipping between England and Scotland with a few years in between in Singapore. Splitting his time between his own writing, editing the magazine, running author workshops and working with atp media in Luton, Mike is married with three children and a growing number of pets. He currently lives in Luton in the UK and when not working watches Formula 1, eats Ben & Jerry’s Phish Food and listens to Noah and the Whale.

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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>

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