



## For Immediate Release

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### **DIVAS OF LITERATURE NEW YORK KICK OFF A HUGE SUCCESS!**

(New York, NY) Aspicomm Media ([www.aspicomm.com](http://www.aspicomm.com)) successfully kicked off the very first Divas of Literature Tour ([www.divasofliterature.com](http://www.divasofliterature.com)) on Saturday, August 4, 2007 at the Kings Plaza Shopping Center. Scores of readers and book clubs came out to meet and greet the five divas whose writing styles span the literary landscape. Participating authors include contemporary fiction novelist, Renee Daniel Flagler ([www.reneedanielflagler.com](http://www.reneedanielflagler.com)), non fiction author, Esther Armah, ([www.centricproductions.co.uk](http://www.centricproductions.co.uk)), Erotica novelist, Naija ([www.brownerotic.com](http://www.brownerotic.com)) urban novelist, Mahogany Star ([www.mahogyanystarpublishing.com](http://www.mahogyanystarpublishing.com)) and inspirational fiction author Ebony Dawn ([www.ebonydawn.com](http://www.ebonydawn.com)).

"This is great, we really need to do more events like this!" said John Scaturro, Marketing Manager at the Kings Plaza Shopping Center. Attendees and authors alike enjoyed a day of literary fun with readings, signings, and photos with the authors as well as enticing giveaways from various tour sponsors. Between readings, music charged the atmosphere as children danced to some of the latest tunes courtesy of tour sponsor, WBLS 107.5 FM. Other sponsors included AALBC.com Booking Matters Magazine, RAWSISTAZ, CushCity.com, Mosaic Books.com, C&B Books Distribution and Elasta QP.

The big winners of the day were the members of the S.T.C.J book club from Jamaica, New York. As the winners of the book club prize pack, they received a basket full of great reads from authors like New York DJ, Ms. Jones, Bishop TD Jakes, and many other well known writers across various genres. "This is so exciting and so much fun," said book club member, Mrs. Timyiaka Waithe. Some attendees sat nearby and began reading their new books just minutes after purchasing their autographed copies.

"The first tour stop was phenomenal! It was nice to get a chance to meet some readers who had previously read my novel *"Where Secrets Lie"*. It was also exciting to meet all the avid readers who were excited to pick up the great books that all the Divas of Literature have to offer. I look forward to our next stop in the DC metropolitan area," said author Mahogany Star, one of the divas on tour.

Esther Armah, Non-Fiction author of *"Can I Be Me,"* said, "What an amazing day! New York brought this amazing energy to the kick-off and launched the tour in a DIVA-licious style. Thoroughly enjoyable, this breakthrough event can't help but redefine marketing for books!"

The tour is the vision of Renee Daniel Flagler, author, President and CEO of Aspicomm Media Inc. The Divas of Literature Tour brings a new creative tool to the world of literary marketing, presenting five dynamic authors to a captive market in a variety of malls of America. Flagler has devised an inventive formula to elevate author profiles, expand and build audiences, connect to that audience and enable readers to get a glimpse of the women behind the words. >>

In the coming weeks the tour will move to four other cities on the following dates:

**AUGUST 11<sup>TH</sup> – MARYLAND/WASHINGTON METRO AREA**  
Bowie Town Center, Emerald Way, Bowie, Maryland

**AUGUST 18<sup>TH</sup> – HOUSTON, TEXAS**  
Galleria Mall, 5135 West Alabama Street, Houston, Texas

**SEPTEMBER 8<sup>TH</sup> – CALUMET CITY**  
River Oaks Center, 96 River Oaks Center, Calumet City

**SEPTEMBER 15<sup>TH</sup> – ATLANTA, GEORGIA**  
Perimeter Mall, 4400 Ashford Dunwoody Road, Atlanta, Georgia

#### **ABOUT RENEE DANIEL FLAGLER**

Renee Daniel Flagler is the vision behind Divas of Literature, an author and one of the Literary Leaders featured on the weekly hour long radio show 'Off The Page', every Thursday from 12 noon till 1pm on New York's WBAI 99.5FM. She has written two books '*Miss-Guided*' and '*Mountain High, Valley Low*'. Her third book '*In Her Mind*' will be launched immediately after the Divas of Literature tour. Flagler will also be honored this year for accomplishment in business at the *Black Star News*' 10<sup>th</sup> Annual Awards Gala, hosted by Doctors Bill and Camille Cosby.

#### **ABOUT ASPICOMM MEDIA, INC.**

Aspicomm Media Inc which was established in 2001 to provide essential information to empower, educate, entertain and inspire. There are three divisions of the company; events, publishing and marketing consultation. In 2005, the Aspicomm events division launched the Self-Publishing Symposium, an annual business conference for self and independent publishers. For more information about the events and the authors for Divas of Literature, log on to: [www.divasofliterature.com](http://www.divasofliterature.com). For more information about Renee Flagler and Aspicomm Media, log on to [www.reneedanielflagler.com](http://www.reneedanielflagler.com) and [www.aspicomm.com](http://www.aspicomm.com).

For interviews regarding Divas of Literature and the five authors on tour, contact RENEE DANIEL FLAGLER at [rflagler@aspicomm.com](mailto:rflagler@aspicomm.com).

For more information or to schedule an interview, contact:

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