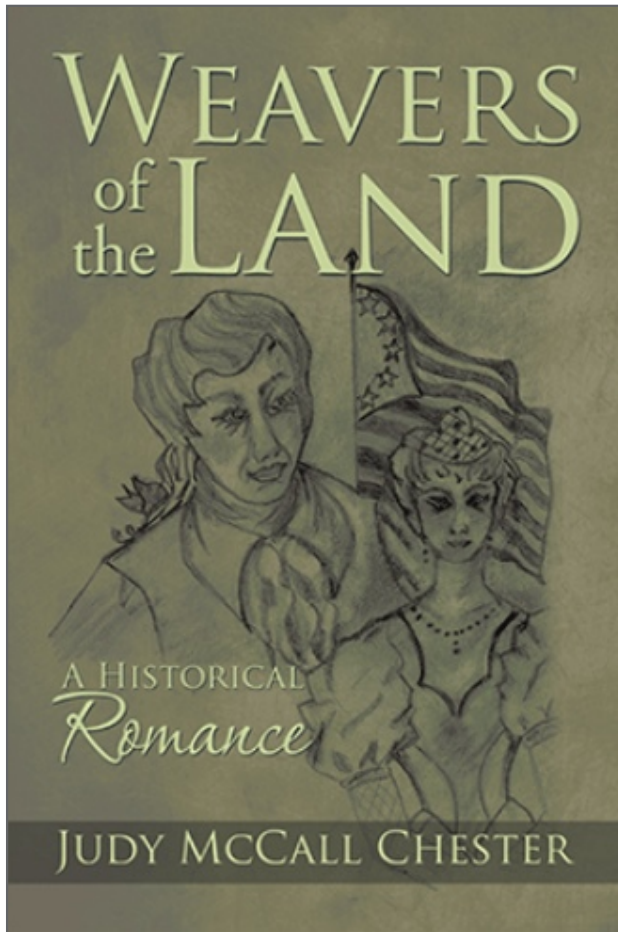


Weavers of the Land

Judy McCall Chester

Genre: Fiction



Goal:

Generate traditional press interest in author Judy McCall Chester and her historical fiction book, *Weavers of the Land*.

Strategies:

- Targeted local media in the Phoenix metropolitan area, highlighting Judy's local/regional ties
- Targeted media covering Irish American interests, as the book features Irish characters
- Targeted media covering book reviews, with an emphasis on historical fiction

Results:

- **130 media outlets** picked up the press release via PRWeb, with a combined total of more than **168 million potential impressions**
- Secured publicity opportunities with local outlets, including *City Sun Times* and *East Valley Tribune*
- Secured coverage with *Irish American News*

Judy McCall Chesters Book Set in Ireland and American Revolution

HITS: 7189



PREVIOUS ARTICLE

Author Digs into the Past for Second Killer Novel in Thriller Series

NEXT ARTICLE

A Trinity of Irish Authors Release New Book: Four Green Fields

TOOLS

PRINT

EMAIL

TYPOGRAPHY

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MEDIUM

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DEFAULT

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Debut Novelist Shares Historical Romance

Initially set in Ireland and then the American Revolutionary War, "Weavers of the Land" by Judy McCall Chester is a historical romance novel that centers on the power of love and loyalty to one's newly adopted country.

The book was featured in an article published on IrishAmericanNews.com.