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**Mara Purl's BEA book signing a "shocking" success...
Award-winning author signed 140 copies in 90 minutes of *What the Heart Knows*, book one in her "Milford-Haven" series.**

Books

Non-Fiction

Book Expo America was a banner year for the rising author, who also received Silver as the Benjamin Franklin Finalist Award winner for her first novel.

Act Right

Aphrodite in Jeans

Fiction

"Earlier in the day I saw the line for another celebrity author who was signing a new audio book," recounted author Mara Purl. "I thought, 'That's great. That's how it should be when you have a great team, good advance notice, and a good product.' I looked forward to having that kind of response some day, and just assumed I wasn't there yet."

The Milford-Haven Novels:

What The Heart Knows

Closer Than You Think

Milford-Haven Stories:

Christmas Angels

Girl-On-Fire

"Then just before 3 pm we were ready to go at the CIPA booth. I looked up and saw a line that extended all the way down the long aisle. At first I assumed there must be someone better known than I signing somewhere in the aisle, and then realized – 'Oh wow! That line's for me!' It was a thrill. And what was really a privilege was speaking with each individual who stood in line."

Audio CDs & Tapes

Drama:

Milford-Haven, U.S.A.

BBC Radio Drama

Mary Shelley –

In Her Own Words

"We were so pleased," recalled Haven Books Marketing Manager for the Milford-Haven Novels Lauren Tyson. "There were book buyers, bookstore managers, library purchasers—people from all aspects of the book business. The signing was scheduled to last one hour, but instead went until we ran out of books. After ninety minutes we had to hand out bookmarks and invite people to visit our web site."

Literature:

What the Heart Knows

Closer Than You Think

Read by the author

"Saturday was the height of Book Expo and the atmosphere was pure party," Lauren continued. "Even so, attendees are pros, and they're totally focused. Books are being thrust at them all weekend, so they become selective about what they actually want to take back to their offices. This made Mara's successful signing all the more impressive."

Stickeen

Travels in Alaska

John Muir classics

Read by Alaska-NPR's

Lee Salisbury

Mike Daniels, President of CIPA – Colorado Independent Publishers Association – concurred. "Mara is one of our CIPA Stars, both for winning one of our awards and for who she is as an author and speaker." Purl's first book of short stories, *Christmas Angels*, published in 2005, won the CIPA Merit Book Award. "Mara's the kind of writer we want to support. We were thrilled – but not surprised – by her success at BEA. This is just the beginning."

The Milford-Haven story has a long, unusual history, having begun as an original radio drama Purl created that became a hit on BBC Radio with 4.5 million listeners in the U.K.

Mara was named Woman of the Year 2002 by the Los Angeles County Commission for Women. She honed her researching and writing skills with the *Associated Press*, *Rolling Stone*, *The Financial Times of London*, *Working Woman Magazine*, and *The Christian Science Monitor*, to name a few. But she's spent equal time as a performer on-camera and on-stage, with her regular character on *Days Of Our Lives* having been her starting point for soap opera and the long form of story-telling.