

Press Release

Book By You® Introduces Holiday Releases of Personalized Editions of *Robin Hood* and *A Christmas Carol* and New Personalized Children's Novel, *Song Quest*

London, Ontario, Canada – November 29, 2011 - In time for the holidays, Book By You® today announced the release of *Robin Hood*, *A Christmas Carol*, and *Song Quest*, the newest personalized novels from Classic Book By You® and Kids Book By You®. Along with the launch, Book By You announced its biggest sale in its twelve-year history, where holiday shoppers can take up to 20% off of each of these three personalized novels.



In *Song Quest*, an original full-length children's novel, when an alarming illness attacks their village, two talented children vow to save their families by seeking a cure found across the sea. They rashly sneak off and begin their adventures, meeting a variety of creatures from the fantastic to the frightening: talking butterflies who shrink the children down to the size of insects; a race of noble elves with a captive princess; and a terrible enemy known as the Wolfagones. Throughout, the power of friendship, the magic of music, and their

own skills and courage guide our two friends to their goal. "*Song Quest* will enthrall and encourage artistic creativity," Mike Pocock, founder of Book By You, explains. "It's the perfect gift for budding young musicians, or anyone who loves fantasy adventures."

The Adventures of Robin Hood tells of the legendary exploits of the famous noble outlaw. Readers can fight for justice in the customizable roles such as Robin Hood, Maid Marian, and Little John. Meanwhile, readers can share the holiday spirit with a personalized edition of *A Christmas Carol*. Charles Dickens' beloved work is a humorous yet inspiring tale of redemption. Customizable characters include Scrooge, Bob Cratchit, and even Tiny Tim.

During this sale, which lasts through December 4, 2011, shoppers can purchase the paperback edition of *Song Quest* for only \$19.95 (regularly \$24.95), and *Robin Hood* and *A Christmas Carol* are just \$23.95 (regularly \$29.95). In addition, gift-givers can add a free dedication within the novel, add a custom photo to the back cover, or purchase gift certificates.

To purchase a Book By You® personalized novel, readers go to the company's website at <http://www.BookByYou.com> and complete a character questionnaire specifying the information to be included in their book. The company offers a free demonstration area where readers can preview personalized excerpts from any of the company's classic, teen, romance, mystery or children's novels. **Media interviews and promo images are available upon request.**

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