

All That Glitters

by Liza Treviño

DESCRIPTION

Alexandria Moreno—clever, sexy, ambitious and, at times, self-destructive. She blazes a path from Texas to Los Angeles at the dawn of the 1980s to make her dreams of becoming an A-list Hollywood film director come true. She and her best friend arrive in Los Angeles with little more than hope and the determination to make it big. Alex, a beauty as dark and mysterious as her scarred heart, stands at the bottom of the Hollywood mountain looking up, fighting for her chance to climb to the top. Will her quest to live fast and take no prisoners on her way to success destroy her in the end?

All That Glitters is a women's fiction Jackie Collins-type saga that introduces a strong, driven Latina heroine at the center of a rags-to-riches story spanning a decade of action. Along the way, Alexandria walks the fine line separating ambition and self-destruction, and discovers that some sacrifices will cost her everything.

KEY SELLING POINTS

- Features a Hispanic heroine taking on Hollywood as an aspiring screenwriter and film director. A rare goal for any female protagonist, but very rare for a Hispanic female
- Speaks to both general and Hispanic audiences.
- Features a Hispanic female character whose ethnicity and identity is a matter of fact, but not the sole distinguishing factor of her voice.
- Latina author grew up devouring Jackie Collins books and the like, and decided to write one that featured a Latina at the center. The ultimate fan fiction homage to Ms. Collins. Jackie Collins for the American Latina market.

AUDIENCE

- Hispanic females, 18-54 years old
- Jackie Collins readers looking for an edgier, glitzy story
- Readers who enjoy darker female anti-hero stories who are smart but have self-destructive tendencies (from *Play It as It Lays* to *Jessica Jones*)
- Hollywood fiction and gossip readers
- Valley of the Dolls readers
- Fiction readers who enjoy 'rags-to-riches' stories

AUTHOR BIO



Liza Treviño's an author whose time as a Hollywood Jane-of-all-trades has given her an insider's view to a world most only see from the outside, providing the inspiration for creating a new breed of Latina heroine. In pursuit of adventure and a Ph.D., Liza moved to Los Angeles where she racked up quite a collection of Hollywood jobs, including script girl, producer assistant and production assistant. These experiences, along with her formative years spent on the I-35 highway connecting San Antonio, Austin and Dallas, combine to conjure a new kind of Hollywood rags-to-riches story.

ONLINE

www.lizatrevino.com



Publisher: Koehler Books

Distributor: Ingram

PUB DATE: 3/1/2017

6" X 9", 316 pages

SOFTCOVER, \$18.95

978-1-63393-308-8

EBOOK, \$4.99

978-1-63393-309-5

FICTION: Hispanic & Latino

FICTION: Contemporary Women

MARKETING AND PUBLICITY HIGHLIGHTS

- The author is seeking reviews and publicity with online outlets for both the general and Latina markets.
- Promotion includes outreach to bookstores, organizations and media (TV, magazines, cable networks, etc.) in target-audience specific markets like San Antonio, Houston, Los Angeles, etc.

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