

## MEDIA ALERT

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### FOR RELEASE:

Immediate

- WHO: J.G. Sandom, former Net pioneer and author of THE GOD MACHINE and GOSPEL TRUTHS (see <http://en.wikipedia.org/wiki/Sandom>).
- WHAT: Reading/signing of Sandom's new religious thriller, THE GOD MACHINE. Everyone who attends the reading will be automatically entered into THE GOD MACHINE Readers' Contest, for a chance to **win \$500 or a new Kindle 2 book reader.**
- WHERE: Head House Books  
619 South Second Street, Philadelphia PA  
(215) 923-9525
- WHEN: May 12<sup>th</sup>, 2009  
7:30 - 9:00 PM
- WHY: In response to shrinking book marketing budgets, Internet pioneer J.G. Sandom is turning to social media to get the word out about his latest thriller, THE GOD MACHINE. ***"By participating in THE GOD MACHINE Readers' Contest," says Sandom, "my readers become part of the book launch, part of the book experience, and authors--in a very real sense--of the book's success."*** Every time readers blog about THE GOD MACHINE, Tweet about the book to their "followers" on Twitter, or write a review on [Amazon.com](http://Amazon.com), [Barnesandnoble.com](http://Barnesandnoble.com) or [Borders.com](http://Borders.com), they'll be entered into the drawing. If they post one of the GOD MACHINE [e-Postcards](#) on their blog, they're entered twice, and if they create a new e-Postcard based on the book, they're entered 5 times! If they read THE GOD MACHINE in their book group and have the author speak to their group via Skype online video, in person or by phone, they--and everyone else in the group--will be entered. And if they attend one of the author's readings--such as the reading at Head House Books in Philadelphia on May 12<sup>th</sup>--they'll be automatically entered. The contest began on May 1<sup>st</sup> (3 days following the release of THE GOD MACHINE, on April 28<sup>th</sup>), and will run through the end of July, concluding at midnight on July 31<sup>st</sup>. All winners will be announced on the author's website in August. For contest rules, visit [www.jgsandom.com](http://www.jgsandom.com).

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