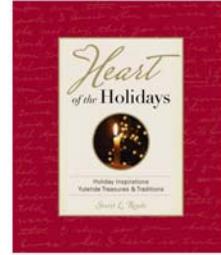


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**For immediate release**

**HEART OF THE HOLIDAYS GIFT BOOK MAKES  
A PERFECT HOLIDAY GIFT FOR READERS**



**[Editor's note:** *According to the National Retail Federation\**, books remain a popular gift to receive, with more than 50% of those surveyed including books on their wish lists. With the average person spending \$469.14 on family, \$90.13 on friends, \$22.79 on coworkers, and \$37.45 on other people like clergy, teachers, and babysitters this holiday, fun, uplifting, easy to read, books like "Heart of the Holidays" are worth noting.]

**Brief:**

**San Diego, November 1, 2007**—"Heart of the Holidays," a new gift-sized book by author and motivational speaker Sheryl L. Roush, makes an easy gift for friends, family and coworkers, even clergy and teachers. Whatever your faith or celebration, "Holidays" evokes the spirit of the season with gratitude, joy, peace and love with a treasury of more than 160 original inspirational stories and poems by over 70 contributors, plus 200 quotes and scriptures. This 6x7" paperback, with its classic holiday burgundy cover, is priced at \$12.95, and even has a space for a gift inscription on the inside page. Available nationwide at Borders stores and Amazon.com. Book excerpts, plus "Heart of a Mother" and "Heart of a Woman," published Spring 2007, are also available online. Additional information and image downloads are available at [www.heartbookseries.com](http://www.heartbookseries.com).

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**[Editor's Note:** If you would like a holiday story or poem to publish, please contact [cathyl@getresults.com](mailto:cathyl@getresults.com), 484-802-7576.

**\*Excerpted from the NRF's 2007 Holiday Consumer Intentions and Actions Survey:**  
"...The NRF continues to expect holiday sales to increase 4% to \$474.5 billion....  
"...Just over 50.8% said they want books, or CDs, DVDs, videos and video games....  
"...As expected, most holiday budgets will be allocated to gifts, with the average person spending \$469.14 on family, \$90.13 on friends, \$22.79 on coworkers, and \$37.45 on other people like clergy, teachers, and babysitters...."]

**The author Sheryl Roush may be contacted directly at Toll Free 1-800-932-0973, and is available for interviews, comments, book signings and speaking engagements.**