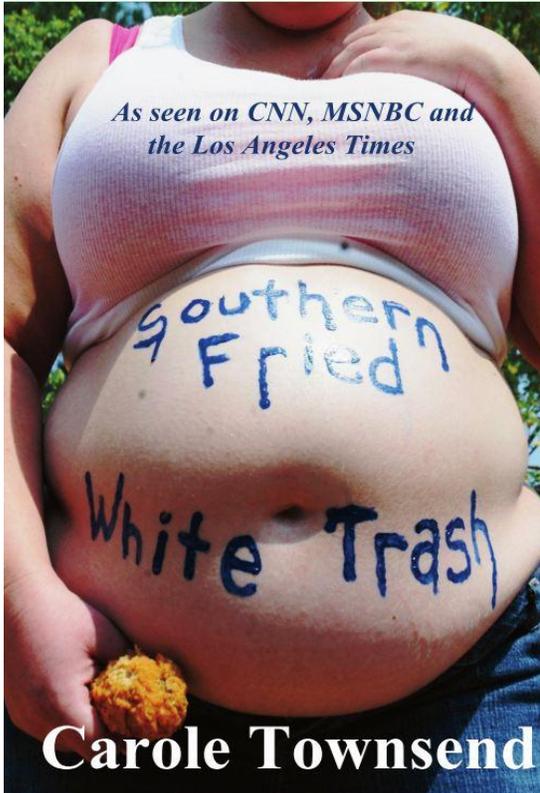


# Southern Fried White Trash

A funny look at bizarre family behavior through a Southerner's eyes



## Southern Fried White Trash

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**Author:** Carole Townsend

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Family events, whether holidays, reunions, weddings or funerals, are fraught with stress, tension and emotion just waiting to bubble over and make a big mess. *Southern Fried White Trash* is a light-hearted collection of stories about just such events, told through the eyes of a woman born and raised in the South. Author Carole Townsend's conversational-style wit and tongue-in-cheek humor relates one story after another about family events and the off-beat, crazy behavior that so often goes hand in hand with them.

### Selling Points

- Author Carole Townsend is a well-known and respected news reporter in Georgia, having written for nearly 8 years for the Gwinnett Daily Post, the second largest newspaper in the state.
- Her blog, entitled "Food for Thought," is the first ever non-sports-oriented column offered by the Daily Post and was started nearly a year ago. The blog is written with the same no-nonsense, eclectic wit for which Townsend is known and is consistently one of the most popular opinion columns, print or online, offered by the paper.
- The two focus groups to which *Southern Fried White Trash* was presented before publication reaffirmed Townsend's belief that true humor is the funniest humor. Group participants cited both the subject matter and the author's style of writing as being entertaining, comfortable and familiar.
- The target audience for this book is wide and includes adults (both young and mature, male and female), those with an appreciation for the South and its quirky ways, and readers who appreciate family humor.
- Townsend's humor and writing style have been compared to Lewis Grizzard's and Erma Bombeck's

### Marketing and Publicity

Marketing and publicity for *Southern Fried White Trash* has garnered Townsend more than 55 guest radio interviews across the country, several book signings and television appearances on CNN, Fox 5 News in Atlanta and television stations in Albany, Columbus and Macon, GA, in just three short months. Townsend has also been interviewed and quoted in the LA Times, Aniston Star, Erie Times and several smaller newspapers and magazines during that same time period.

### About the Author

Carole Townsend is a 51-year-old wife, mother and journalist who grew up in Georgia, moving away only to go to college in Nashville and to live briefly in New York City after graduating. Her career path eventually led her to a prestigious position as Director of Marketing for an Atlanta-based consulting firm, but when her children hit middle school, Townsend decided that her efforts were needed more at home than in corporate America, and she launched her freelance writing career while raising her children full-time. She and her husband have four children, all grown, and live in a suburb of Atlanta with their two rescue Golden Retrievers.