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FOR IMMEDIATE RELEASE

**Turning Loss into a Book of Gifts A New Author is Born
Book Launch: “I Love You More Than I Love The Yankees”**

Book Launch for Author Joni Raycroft • Thursday, Dec. 15, 2011, 5:00-6:30 p.m. • Avow Treasures

(Naples, FL) – New author, Joni Raycroft, launches her book “I Love You More Than I Love The Yankees” with a book signing on Thursday, Dec. 15, from 5 p.m. to 6:30 p.m. in Naples, Fla. at Avow Treasures located at 3601 Tamiami Tr. N. The book shares notes from Raycroft’s husband that he wrote to her following his 1995 diagnosis with terminal, testicular cancer.

The author will be donating \$5 to Avow Hospice for each book sold at the book launch. The launch event includes live entertainment and the opportunity to support the Avow Hospice cause. Raycroft is supporting Avow Hospice because of its continued dedication to quality care for families in need at their darkest hour.

The book offers a unique look into one husband’s thoughts, fears and promises to his wife, author Joni Raycroft, during his long struggle with testicular cancer. Ray Raycroft’s notes, written primarily on paper towels, expressed love for life, laughter and ultimately his fear of what eventually came, his death on Christmas morning in 1996.

“Rev-Press felt Mrs. Raycroft’s passion to share her husband’s inner most thoughts and feelings during this terrible period of struggle in the couple’s life would act as a beacon of guiding light for readers to share with their loved ones. The emotion is raw and unedited and offers a unique look at the lasting impressions we leave with loved ones,” said Chad Lilly, Revolution Press.

At the end of the 36 pages, the author invites readers to write their own personal notes to loved ones and then share the book as a gift with the goal of opening people up to sharing with one another.

About Joni Raycroft

A native of Connecticut, Joni Raycroft is a mother of two sons, and a grandmother to three. After moving to Florida in 2004, she settled in Naples, and is the Purchasing Manager for Inovo, Inc. Raycroft is a dynamically creative individual with a mission to share the gift of giving and life with others through her writing. Her first book “I Love You More Than I Love The Yankees” shares a few of her husband’s 100 notes he wrote to her during his struggle with testicular cancer before he passed in 1996. Raycroft is already working on a sequel.

For more information about “I Love You More Than I Love The Yankees”, please visit www.rev-press.com or contact Publicist Camden Smith of DREAMFly Marketing at (239) 682-0082.

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