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| John Hunt Publishing - **Moon Books** - announces the new title | | |
| **Every Day Magic - A Pagan Book of Days** 366 Magical Ways to Observe the Cycle of the Year  Lucya Starza  Every Day Magic - A Pagan Book of Days contains 366 spells, rituals, meditations, Pagan prayers, divinatory techniques, poems to read and recipes and craft projects to try out, along with the details of festivals that take place throughout the year. All the activities are intended to be easy to follow so you can pick up the book, open it to a day and find something you can do. There are festivals from the ancient world and modern Pagan celebrations as well.  **Author Bio** Lucya Starza is an eclectic witch living in London, England, in a rambling old house with her husband and cat. She writes A Bad Witch's Blog at www.badwitch.co.uk and has contributed to Naming the Goddess, Essays in Contemporary Paganism and Paganism 101.  Online: [Facebook](https://www.facebook.com/paganportalscandlemagic), [Author Website](http://www.badwitch.co.uk), [Blog](http://www.badwitch.co.uk), [Twitter](http://www.twitter.com/#!/@badwitch1234)  **Previous Titles** Pagan Portals - Candle Magic (9781785350436), Moon Books, 2016.  **Promotional Plans** Promotion via author's own blog along with reviews by other bloggers in the Pagan blogging community. Social media marketing inc. Thunderclap campaign in the lead up to pub date. Author will write articles for magazines, and speak at festivals and at a book launch event. Promotion via book's wide-ranging contributors, crossed with promotion across the Moon Books large network.  **USP** A unique book in the Pagan market, Every Day Magic - A Pagan Book of Days guides the reader chronologically through the year. The book offers bite sized spells and meditations, recipes and also information on the lesser-known and most popular Pagan festivals. The perfect all-encompassing Pagan guide for new and experienced practitioners.  **Competing Books** The Pagan Book of Days 9780892818679, by Nigel Pennick Destiny Books, 2001  **Categories** RELIGION (General)(REL117000) -> Paganism & Neo-Paganism(REL117000) BODY, MIND & SPIRIT (General)(OCC021000) -> Reference(OCC021000) BODY, MIND & SPIRIT (General)(OCC026000) -> Witchcraft(OCC026000) |  | **Publication Date** November 2017  **Paperback** ISBN: 978-1-78535-567-7 $14.95  |  £8.99 8.5x5.5 inches | 216x140 mm 152PP  **e-book** ISBN: 978-1-78535-568-4 $5.99  |  £3.99  **Library of Congress** 2016963554 |
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