|  |  |  |
| --- | --- | --- |
| John Hunt Publishing - **Moon Books** - announces the new title | | |
| **Pagan Portals - Poppets and Magical Dolls** Dolls for spellwork, witchcraft and seasonal celebrations  Lucya Starza  Poppets are dolls used for sympathetic magic, and are designed in the likeness of individuals in order to represent them in spells to help, heal or harm. The word poppet comes from the Middle Ages in England, originally meaning a small doll or child, and it is still in use today as a name of endearment. The term is older than the phrase ‘Voodoo doll’. Pagan Portals – Poppets and Magical Dolls explores the history of poppets and offers a practical guide to making and using them in modern witchcraft. It also covers seasonal dolls, from Brigid dolls, used in celebrations for the first stirrings of spring, to fairy dolls enjoyed in tree-dressing at Yuletide. Other topics covered include spirit dolls, ancestor dolls and dolls as representations of mythological beings and creatures from folklore.  **Author Bio** Lucya Starza is an eclectic witch living in London, England, in a rambling old house with her husband and cats. She writes A Bad Witch's Blog at www.badwitch.co.uk and is the author of Pagan Portals - Candle Magic. She edited the community book Every Day Magic - A Pagan Book of Days.  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** Every Day Magic - A Pagan Book of Days (9781785355677), Moon Books, 2017. Pagan Portals - Candle Magic (9781785350436), Moon Books, 2016.  **Endorsements** *… Lucya Starza has done it again! In her own inimitable style, she’s taken a much-needed subject and crammed so much information into 25,000 words that it sends the senses reeling. Poppets are often discussed in connection with cursing. Here we find magical dolls are much more sympathetically dealt with and with numerous different ways of utilising them. Lucya has certainly been busy with her research... a great book and an entertaining read.* ***Melusine Draco, author of Pagan Portals: By Spellbook & Candle***  **Promotional Plans** Promotion via author's popular blog at www.badwitch.co.uk. Reviews on blogs and websites crossed with Moon Books social media. Radio interviews. Magazine articles. Launch event and book signings at pagan bookshops, talks and workshops at pagan moots and festivals. Treadwell’s and Atlantis Bookshop to host author's workshops on poppets and magical dolls.  **USP** Well-researched techniques for making dolls are clearly explained and include simple craft projects, ideal for novices and experienced practitioners.  **Competing Books** myFETCH: The Art & Magick of Crafting Poppets & Voodoo Dolls 9781502452238, by Terra LunaWolf CreateSpace, 2014  **Categories** RELIGION (General)(REL117000) -> Paganism & Neo-Paganism(REL117000) BODY, MIND & SPIRIT (General)(OCC028000) -> Magick Studies(OCC028000) BODY, MIND & SPIRIT (General)(OCC026000) -> Witchcraft(OCC026000) |  | **Publication Date** August 2018  **Paperback** ISBN: 978-1-78535-721-3 $10.95  |  £6.99 8.5x5.5 inches | 216x140 mm 128PP  **e-book** ISBN: 978-1-78535-722-0 $5.99  |  £3.99  **Library of Congress** 2017955459 |
| Distributed to the trade by National Book Network in US; by Orca Marston in UK Publisher contact: beccy@jhpbooks.net [moon-books.net](http://moon-books.net) |  |  |