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| John Hunt Publishing - **AYNI BOOKS** - announces the new title | | |
| **My Beautiful Memory**  David Rowan  Alexandra Rowan earned a double major degree in creative writing and communications. Shortly after her graduation in 2013 she died suddenly and without warning because of her use of hormone-based birth control. This book is a testament to her life, written by her father, David. My Beautiful Memory examines her life and death and describes the difficult journey that her parents had to undertake following their loss.  It concludes with an examination of the US drug industry’s influence over the regulation of these drugs that kill over one thousand women each year. Alexandra was a young woman with a love of many things, but her chief passion was writing. Latter parts of the book are written in her own words.  **Author Bio** David Rowan is head of the not-for-profit Alexandra L. Rowan Foundation, which promotes creative writing via an internship program and annual writing festival at the University of Pittsburgh, in memory of his daughter. He collaborates with the National Blood clot Alliance and other organizations to raise awareness about the risks of using certain hormone-based contraceptives. David was recently featured in documentary 'Sweetening the Pill', produced by TV personality Ricki Lake in association with Holly Grigg-Spall and her Zero Books' title of the same name. David lives in Houston, Texas.  Online: [Facebook](https://m.facebook.com/alexrowanfoundation/), [Author Website](http://www.alexrowanfoundation.org), [Twitter](http://www.twitter.com/#!/@alexrowanfound)  **Promotional Plans** Promotion via the author's Foundation website and Facebook, and personal accounts. Promotion to the National Blood Clot Alliance's email mailing list and several hundred-thousand social media followers. Contraception/women's health conferences. Promotion to bereavement support groups. Articles and blogs for women's health magazines. Promotion at University of Pittsburgh Writing Festival. Campaign promoting author's involvement in 'Sweetening the Pill' documentary. Houston Writer's Group lectures, workshops, book-launch.  **USP** Part chronicle of a father coping with bereavement, part celebration of his daughter's life - some sections in her own words through journal entries. Also, examines the significant yearly loss of life of young women, caused by a commonly-used and easily-available contraceptive drug.  **Competing Books** Sweetening the Pill 9781780996073, by Holly Grigg Spall Zero Books, 2013  **Categories** BIOGRAPHY & AUTOBIOGRAPHY (General)(BIO026000) -> Personal Memoirs(BIO026000) HEALTH & FITNESS (General)(HEA024000) -> Women's Health(HEA024000) FAMILY & RELATIONSHIPS (General)(FAM014000) -> Death, Grief, Bereavement(FAM014000) |  | **Publication Date** January 2019  **Paperback** ISBN: 978-1-78535-764-0 $25.95  |  £15.99 8.5x5.5 inches | 216x140 mm 360PP  **e-book** ISBN: 978-1-78535-765-7 $12.99  |  £7.99  **Library of Congress** 2017943402 |
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