|  |  |  |
| --- | --- | --- |
| John Hunt Publishing - **Moon Books** - announces the new title | | |
| **Keeping Her Keys** An Introduction to Hekate's Modern Witchcraft  Cyndi Brannen  Over the past few years Hekate has gained increasing popularity around the world. While there are books written about the historical Hekate, there is a lack of information applying this knowledge for personal development and practicing witchcraft. Keeping Her Keys blends the ‘keys’ of personal development, magick and the ancient goddess, Hekate, together.  Topics include the power of prayer, how to create sacred space, and guidance on spell crafting. In the final chapter readers can perform an optional self-initiation to become a Keeper of Her Keys.  **Author Bio** Dr. Cyndi Brannen is an outlaw witch devoted to Hekate and witchcraft. She teaches The Sacred Seven: A Course in Applied Modern Witchcraft. Cyndi has enjoyed a varied life as a psychologist, spiritual teacher and healer, social justice advocate, policy consultant, relentless outdoor adventurer and incurable optimist. Her blog, Keeping Her Keys, is a mixture of all these things with an emphasis on personal growth through Hekate and witchcraft, and it is this blog that inspired her new book of the same name. Cyndi lives in Nova Scotia, Canada. Online: [Facebook](https://www.facebook.com/keepingherkeys/), [Author Website](http://www.keepingherkeys.com), [Blog](http://www.patheos.com/blogs/keepingherkeys/), [Twitter](http://www.twitter.com/#!/baywitch)  **Promotional Plans** Promotion via author's strong blog following and linked Facebook page, from which author will host a live virtual book launch. Guest posts on Moon Books blog, Moon Books and author's YouTube channels, and other social media promotion. Interviews for pagan websites including Mat Auryn's page and speaking on pagan podcasts. Book readings at bookstores and pagan festivals.  **USP** Hekate, witchcraft and personal development are merged to create a powerful new tradition. A witchcraft 'how-to' book.  **Competing Books** Circle for Hekate 9781910191071, by Sorita D'Este Avalonia, 2017  **Categories** RELIGION (General)(REL117000) -> Paganism & Neo-Paganism(REL117000) BODY, MIND & SPIRIT (General)(OCC026000) -> Witchcraft(OCC026000) BODY, MIND & SPIRIT (General)(OCC019000) -> Inspiration & Personal Growth(OCC019000) |  | **Publication Date** April 2019  **Paperback** ISBN: 978-1-78904-075-3 $21.95  |  £13.99 8.5x5.5 inches | 216x140 mm 272PP  **e-book** ISBN: 978-1-78904-076-0 $10.99  |  £6.99  **Library of Congress** 2018940335 |
| 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) |  |  |