



Magic Gardens: The Memoirs of Viva Las Vegas

By Viva Las Vegas

SALES HOOK

IVY LEAGUE STRIPPER WITH BREAST CANCER BARES BODY AND SOUL IN PROVOCATIVE NEW MEMOIR

This book is “Pure Viva,” says filmmaker **Gus Van Sant** (*MILK*), among other rave endorsements that speak for themselves:

“Viva’s memoir/novel is as affecting as Henry Miller’s *Tropic of Cancer*, and has more than a passing kinship to the work of Anais Nin and Jack Kerouac. Hers is the classic American tale of wanderlust, updated for the 21st Century with additional layers of heartbreak.... In the sea of memoirs...Viva’s story is an island. You’ll circumnavigate it breathlessly, like I did, reading first for the titillation then rooting, with increasing sympathy, for the utterly charming and oh-so-hip and so-sad ingénue.”

—**Andrei Codrescu**, author of *Jealous Witness: New Poems*

“Seeing life through this broad’s eyes is a strange and beautiful blessing the likes of which words bring.”

—**Nick Tosches**, journalist and author of *King of the Jews* (*Note: This blurb appears on the front cover.*)

“*Magic Gardens* is no mere memoir—all snap, verve, and eloquence, it is the how-to manifesto of a Diva of the Demimonde, and a love song to life on the shady side.”

—**Katherine Dunn**, author of *Geek Love*

DESCRIPTION

A Midwest preacher’s daughter with a fabulous academic pedigree, Viva could have chosen any career, but chose to become a stripper. This personalized tour of her milieu offers a unique perspective on a thriving industry that is largely condemned or ignored, while painting portraits of women who are passionate, smart, and entrepreneurial. With language that is at turns gritty and glorious, she preaches new paradigms regarding the sex industry and the women who work in it. Part coming-of-age story, part Portland (Oregon) love letter, and filled with sexy strippers, *Magic Gardens* appeals to diverse audiences worldwide. It’s a magical tale that makes a valiant case for following one’s dreams, whatever they may be.

KEY SELLING POINTS

- Written by an established author of articles in both local and national



Ship Date: September 2009

Pub Date: August 31, 2009

Price: \$14.95 US

ISBN-13: 978-0-98014-194-8

Trim: 6 x 9

Format: softcover

Pages: 208 pp

and type of illustrations:
11 (photos & illustrations)

Series: n/a

BISAC Category 1:

Biography & Autobiography
(Entertainment & Performing Arts)

BISAC Category 2: Social Science (Women’s Studies)

BISAC Code 1: BIO005000

BISAC Code 2: SOC028000

Previous Edition ISBN: n/a

Distribution: Private via publisher, Dame Rocket Press (Portland, Oregon)
www.damerocketpress.com

Publicity contacts:

Jen Weaver-Neist
503-313-7899
jen@damerocketpress.com

Connie Kirk, Publicity
503-227-4699
connie@kenarnoldbooks.com

- publications, such as *Portland Monthly* and *The New York Times*
- Appeals to audiences both familiar and unfamiliar with the sex industry
- Challenges stereotypes surrounding exotic dance and performance, in particular those regarding who, how, choice, and circumstance
- Encourages further study of the topic, and will include a downloadable discussion guide at *vivacide.com* for book groups, college classes, etc.
- Unlike similar memoirs, which typically distance themselves from the sex industry, *Magic Gardens* embraces it—the stage, the fans, the other dancers—wholeheartedly and as an art

AUDIENCE

- Women, age 18–50
- College, particularly students of social science and/or women's studies
- International, due to subject matter and well-known endorsements

AUTHOR BIO

Viva Las Vegas has been a force in the arts for over a decade, performing on stage as a stripper and as a singer, appearing on several TV shows and in more than a dozen films, and writing and interviewing for publications both local and national. Born in the Midwest and educated at Williams College in Massachusetts, her unusual resume includes *Paranoid Park* and *First Kiss* (films by Gus Van Sant); *The Auteur* (a 2008 James Westby film); and articles in *The New York Times*, *Village Voice*, *Portland Monthly*, and *Exotic Magazine*. In addition, her Portland band, Coco Cobra and the Killers, has recorded two albums, and she is frequently interviewed as a spokesperson for strippers.

AUTHOR RESIDENCE

Portland, OR

COMPARATIVE TITLES

- *Stripped: Inside the Lives of Exotic Dancers* (by Bernadette Barton)
ISBN-13: 978-0814799338; NYU Press (May 2006)
- *Candy Girl: A Year in the Life of an Unlikely Stripper* (by Diablo Cody)
ISBN-13: 978-1592402731; Gotham (December 2006)
- *9 1/2 Years Behind the Green Door: A Mitchell Brothers Stripper Remembers her Lover Artie Mitchell, Hunter S. Thompson, and the Killing that Rocked San Francisco* (by Simone Corday)
ISBN-13: 978-1934248621; Mill City Press, Inc. (November 2007)
- *The Happy Stripper: Pleasures and Politics of the New Burlesque* (by Jacki Willson)
ISBN13: 978-1845113186; I. B. Tauris (January 2008)

MARKETING AND PUBLICITY HIGHLIGHTS

- Cross-promotion with Oregon's 150th anniversary: Portland used to be known for its brothels / sex industry and is still known today as "Pornland"
- Author has numerous solid contacts in the print and entertainment industries, both locally and nationally, providing good opportunities for interviews and publicity in print, on the radio, and on TV
- *Portland Monthly's* March 2009 issue features an article written by the author about her recent experience with breast cancer (the book is mentioned in the article, though it was written prior to her diagnosis)
- Coupled with the above article, there could be further promotion with audiences affected by breast cancer (including related organizations), which also opens up opportunities to consider/discuss a second book