**Bruce Calhoun’s Author Media Kit for**

***Ardennia: The Unlikely Story of Cinderella’s Prince***

**Author Bio:**

Working passage on a tramp freighter, fending off sharks on Australia’s Great Barrier Reef, filming lowland gorillas in Africa, capsizing a sailboat in the Bermuda Triangle, mushing sled dogs in Alaska, teaching marine biology in Puerto Rico, exploring the Amazon and founding Save the Rainforest in 1988 are but a few of the highlights in Bruce Calhoun’s life. Others include writing an award winning play and a fantasy novel entitled: Ardennia: The Unlikely Story of Cinderella’s Prince – which will be released Oct 5, 2021. Currently he is serving as president of Save the Rainforest and living a rather sedate life in Southwestern Wisconsin with his beloved wife.

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Author Page Amazon: <https://www.amazon.com/~/e/B001K7VUVK>

Good Reads page: <https://www.goodreads.com/book/show/58640781-ardennia>

Facebook group page: <https://www.facebook.com/groups/884712832129180>

Save the Rainforest website: [www.savetherainforestnow.org](http://www.savetherainforestnow.org)

**Press Release:**

**For immediate release:**

**The President of Save the Rainforest Pens a Cinderella Tale Like No Other**

Dodgeville, WI - October, 5 2021

A fantasy novel that captures the magic, brutality and earthiness of the medieval age will be available for purchase on-line and at your favorite book store starting October 5, 2021.

“***Ardennia: The Unlikely Story of Cinderella’s Prince***, is a novel written for young adults and fans of adapted fairy tales. But I consider it a crossover book – something that also appeals to lovers of literary fiction. The second half of the book brims with Chaucer-like satire and throughout the book I adhere to the following tenent – there is much that is magical in the world, but hardly any real magic to be had. This gives the book a nuance that allows for a good deal of historical realism,” says Bruce Calhoun, the author of *Ardennia* and a recipient of a Council for Wisconsin Writers dramatist of the year award.

So, if readers are looking for a charming tale that by-and-large does not rely on magic to advance the plot, *Ardennia* is the ticket. Not to say there aren’t stories within the story about elves, trolls, nymphs, fairies and dwarves – or that giants, gargoyles, ogres, pixies, man-eating plants and hobgoblins don’t lurk just beneath the surface in this book. Ultimately, it is left to the reader to decide what may or may not exist in the world of *Ardennia*.

One thing *is* certain – the female characters in this book are smart, strong and resilient. Cinderella, her stepmother and Queen Bernadette are all formidable in their own way, and the Count’s daughter is no pushover either. Suffice it to say that these women can stand toe-to-toe with their male counterparts.

“Speaking of male counterparts,” says Calhoun. “Two of my favorite characters in the book are the hunchback and the buffoon.”

To see reviews and get the full description of *Ardennia* go to: <https://www.literaryworksbrucecalhoun.com/novels.html>

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Attachment: Media kit

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**Reviews:**

“JUST FOR FUN, pick up a copy of Bruce Calhoun’s newest book, Ardennia: The Unlikely Story Of Cinderella’s Prince. I say “for fun” because that’s the kind of book it is – no ominous foretelling of climate change or environmental degradation. You can put all the worries of the world away for a few hours and enjoy the company of a motley crew of characters, many of whom belong in a story about Cinderella and Prince Charming, but many others who belong to other fairy tales or to other works of fiction. Remember Rosencrantz and Guildenstern? They are alive and kicking in this book. You’ll meet Robinette the Hood, as well as the Prince’s betrothed, Lenore, and her buffoon. Queen Bernadette is a 21st Century woman, and the brains behind the throne occupied by her husband, King Charles.  
Journey with Prince Charming, whose name actually is Henry in this version, as he travels with his father and an army of knights and foot soldiers to save Paris, and later with his mentor on a quest to find the woman whose foot will fit the magical glass slipper.  
Meanwhile, there are the behind-the-scenes machinations of characters involved in court intrigue or simple thievery, as well as jousting, battles and stories of fairies, dwarves and nymphs.  
Henry has all the privileges and burdens of a prince, all the hopes and doubts of a person in love, and all the joy and grief that beset the rest of us non-royal people. But, as this is a fairy tale, Henry and Cinderella end up living happily ever after.” Clara Kalsheur, Good Reads.

“Bruce Calhoun provides a fresh take on the traditional Cinderella story with realistic characters, a descriptive setting befitting historical fiction, and a totally new perspective: that of Cinderella's Prince Henry. Prince Henry is a likeable protagonist who begins the story as an untested youth unsure of his ability to ever lead the kingdom of Ardennia as successfully as his father and grandfather before him. Calhoun takes the reader on an enjoyable journey with Prince Henry and his wise tutor and companion, Sir Guy, as they complete a quest. During their travels they interact with a parade of colorful characters and Henry grows more confident in himself. Calhoun includes strong female characters such as Queen Bernadette, Henry's mother, and Cinderella, who is not a shrinking violet waiting for a prince to come rescue her. Ardennia was a quick and thoroughly enjoyable read.” Mary, Good Reads.

“I had trouble putting the story down until I came to the end. Very enjoyable!” Steve Pate, Good Reads.

“This book is indeed a very charming tale.” Henry Solomon, Good Reads.

“I have just read my advance review copy and let me tell you it is goood!” Samira, Good Reads

“Bruce Calhoun’s take on the classic story of Cinderella is entertaining and enjoyable.  With all the elements of a great fairy tale, I thoroughly enjoyed reading the Prince Charming side of the story and found Bruce’s writing easy to slip into, which made [Ardennia](https://saschadarlington.me/2021/10/01/betanda-shanams-review-of-ardennia/The%20Unlikely%20Story%20of%20Cinderella's%20Prince" \t "_blank) a quick fun read. I would recommend [Ardennia](https://saschadarlington.me/2021/10/01/betanda-shanams-review-of-ardennia/The%20Unlikely%20Story%20of%20Cinderella's%20Prince" \t "_blank) and give it 5 stars.” Betanda Shanam, book bogger.

**Sell sheet:**

Title: *Ardennia: The Unlikely Story of Cinderella*

Author: Bruce Calhoun

Genre: Young adult historical fantasy

Price: Suggested retail price is $3.99 for eBook and $13.99 for paperback

Page count: 194

ISBN: 978-0-578-25464-7 for the paperback version

ISBN: 97982011511232 for the eBook version

Publication date: Oct 5, 2021

Formats available: eBook and paperback

EBook available: through Amazon, Barnes and Noble, Apple, Kobo, Indigo, Angus & Robertson, Thalia, Mondadori, VivLio, BoL.de (accessible through my landing page)

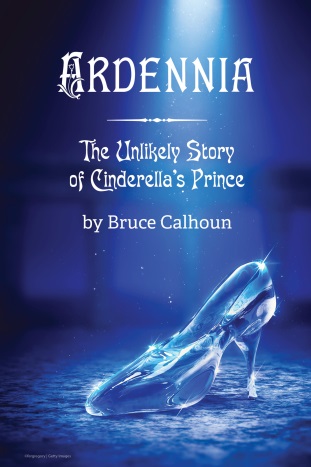
Paperback available; through Amazon (accessible through my landing page) and distribution network of IngramSpark

Territories: USA, Canada, Australia, New Zealand, UK and Europe

Synopsis:

This first book in a series chronicles the many adventures of Cinderella’s prince as he undergoes his baptism of fire in the Battle of Paris, is charmed by Cinderella at a masquerade ball, and sets off on a quest to find her after she flees the ball at the midnight hour. The quest takes him through strange lands supposedly inhabited by ogres, pixies, hobgoblins, man-eating plants and giants, and peopled by extraordinary characters that include an epileptic bard, a bean counter who wagers his gold tooth in a dice game, a merchant who can never be too prosperous, a little girl who has a running feud with three bears, pilgrims that argue over who is the most pious and a beggar who has been cursed with leprosy for committing all the cardinal sins. Be on the look-out for a bit of Chaucer-like satire in this adapted fairy tale.

Photos:

Courtesy Cliff Lerner

**Sample Q&A**

**Before we start talking about books, tell us a little about Save the Rainforest, the non-profit you founded in 1988.**

STR helped create a groundswell of support for the preservation of rainforests by pioneering ecology programs in the tropics for high school student from the USA who would return to their communities after their trip and give slide shows and write articles in their hometown newspapers about their experiences. Many of these students went on to have careers in conservation. One of my students, who traveled with STR to Belize in 1992, is now our executive director. As such she is leading a bold new initiative to send 10,000 mostly disadvantaged students to the rainforest in the next five years so that they can return and be ambassadors for rainforest conservation and sustainability in general. On our website you can find the scholarship application for these students under the “Youth Trips” tab.

**What’s the most interesting book you’ve ever read?**

I am going to give two answers. The most interesting non-fiction book I ever read was Carl Sagan’s *Cosmos*. The most interesting work of fiction, Albert Camus’s *The Plague* – pretty relevant these days.

**Book you’re currently reading?**

Just finished *The Prime of Miss Jean Brodie* by Muriel Spark and am embarking on a reread of John Steinbeck’s *Cannery Row.* I love the classics.

**What does your writing process look like?**

A lot of messy hand written notes that contain a lot of things that never get into the final draft of the book

**Give us an insight into your main character. What does he/she do that is so special?**

The prince in *Ardennia* is interesting in that he is not a natural born knight, nor is he in love with the woman who is chosen for him. But he does his best to do his duty by finding courage in the heat of battle, and makes every effort to reconcile himself to a loveless future with his betrothed. He is also steadfast in his quest to find Cinderella after his betrothed …. Well I don’t want to ruin the story.

**How long on average does it take you to write a book?**

Three or four months to get something close to a final draft.

**Favorite authors?**

Oscar Wilde, Victor Hugo, Leo Tolstoy, H.G. Wells, Virgil, Ernest Hemingway

**What are some of your writing goals? What’s next for you?**

I want to complete the *Ardennia* series and then workshop some of my plays that are currently in the pipeline.

**What is one of the things you’re most thankful for as a writer?**

The gift of imagination: We all have that, but it needs to be exercised.

**Is there a certain type of scene that’s harder for you to write than others? Love? Action? Racy?**

I tend to steer away from racy scenes so don’t ask me to write a steamy romance novel. I like to understate some things. At times less is more.

**In your opinion, what’s the measure of a successful writer?**

One who is validated in one form or another; it could be sales numbers, it could be good reviews, it could be winning a contest, it could just be someone whose judgment you respect saying “well done.”

**Excerpt from first half of Chapter 10:**

**Chapter 10**

**Two Ladies of Very Different Temperaments**

Two days later Henry had another tete-a tete, this time with the daughter of the Viscount of Montreuil. The second he saw her he knew she was not who he was looking for because she was too tall. Disappointed, he made some polite conversation and then said he had to be going on his way. Tears welled up in her eyes.

“What’s the matter?” he asked.

“Why must you leave so soon? Did I say something to offend you?” she asked.

“No,” he said.

“I did, didn’t I. I’m sorry; I just say the stupidest things sometimes. I don’t know why. Maybe it’s because I get so nervous when I’m around men and I try too hard to compensate for being so tall.”

“You didn’t say anything stupid and you’re not too tall,” he said diplomatically.

“I’m taller than you and being taller than a prince is never a good thing.”

“I don’t know about that. I think tall women are very alluring,” said Henry.

“You do,” she said, brightening up.

“Yes,” he said.

“Even if they tower over you like I do?”

“The taller the better,” he said.

“Well I don’t think you will ever find anyone taller than me, so why are you in such a hurry to leave?”

“Because you are wrong about that; there is a woman taller than you and I am on a quest to find her.”

“Really?” she asked.

“Really,” he answered.

“That’s so romantic. How tall is she?”

“She’s taller than you by a head,” Henry said.

“Then you *must* be on your way to find her.”

“Thank you for understanding,” he said, rising to his feet.

She rose to her feet too, looked down on him, bid him farewell and told him she would never forget him and that she hoped he would succeed in his quest to find the very tall lady and live happily ever after. He thanked her, made his way out of the Viscount’s residence and rejoined Guy, who was standing outside holding the palfreys and mule, and feeding his goat a carrot.

“Let’s go while the going is good,” said Henry.

“She wasn’t the one I assume,” Guy said.

“No, and I want to get out of here before I have to tell anymore lies,” said Henry.

“Sometimes telling lies is the only thing you can do,” said Guy.

“Is that so,” said Henry, saddling up.

“That’s so, especially when you are sparing peoples’ feelings,” said Guy, saddling up too.

“How do you know I was lying to do that?” asked Henry.

“Because I know you,” said Guy.

On that note they put the residence of the Viscount of Montreuil behind them and headed for the ferry which would take them across the River Oise and to the next lady on Henry’s list; the pack mule in tow and the goat – now off its tether – following in their wake.

They reached the crossing just as the ferry departed for the other side and they had to cool their heels. As they were cooling their heels a merchant with a pasty face and a floppy hat arrived with a cart full of his wares. He pulled the reins on his nag as he came up to them and asked if they were interested in buying a bolt of wool cloth.

“Do we look like we need a bolt of wool cloth?” asked Guy.

“No, but It never hurts to ask. Where are you bound?” asked the merchant.

“Where are you?” countered Guy.

“To greener pastures. No one on this side of the river is interested in my wool, which is a shame because it is very finely woven and I’m selling it at a discount.”

“Perhaps no one is interested in your wool because your competitors have beaten you to the punch,” said Guy.

“Ah, my competitors; they are the bane of my existence. If it weren’t for them I would be swimming in coin. As it is I don’t even have the two deniers for my ferry passage.”

“Then how are you going to get across?” asked Guy.

“I don’t know. Maybe the ferryman will accept a promise that I will pay him later.”

“Would you accept such a promise for your wares?” Guy asked.

“Certainly not; that would be bad business.”

“Then why would you expect the ferryman to?” asked Guy.

“Because he is only selling his services and I am selling goods,” explained the merchant.

“But it’s the same principle,” said Henry, jumping in.

“That may be, but giving my goods away on a promise could cost me dear while giving me a ride across the river – even if I never honored my promise – would cost the ferryman nothing.”

“Nothing but his labor and the setting of precedent that he is an easy mark,” Prince Henry said.

The man at the center of their debate arrived with his ferry and discharged a tinker and his wagon onto the shore.

“How is business on the other side?” asked the merchant of the tinker.

“As good as can be expected; there is always someone who needs a pot mended,” said the tinker.”

“And have you encountered any merchants selling their goods?” the merchant asked.

“Only in the market town of Sossions; they hold their market days every Tuesday,” said the tinker.

“Were any merchants selling bolts of wool cloth there?”

“I don’t know, I was too busy tinkering to notice,” said the tinker.

“Thank you. By the way, would you be interested in a bolt of wool cloth. I have some very nice cloth that is as blue as your eyes,” said the merchant.

“I’ve no need for a bolt of cloth, blue or otherwise. Fare thee well,” said the tinker, going on his way.

“Come on!” said the ferryman to the merchant, having waited long enough for him.

The merchant boarded the ferry, joining Henry and Guy.

“That will be two deniers,” said the ferryman.

The merchant made a show of checking his pockets and coming up empty.

“Two deniers,” repeated the ferryman.

“I seem to be bereft of coin at the moment. But if you will give me credit I will settle with you upon my return from Sossions.

“Two deniers or you can get off my ferry,” said the ferryman.

“Be reasonable. Is it not better to give me passage and accept payment later than to leave me stranded on this side of the river and have no prospect of making a profit off me?”

“For the last time, that will be two deniers,” the ferryman said.

“Here, I will pay his passage,” said Henry, giving the ferryman two deniers.

The ferryman took the two deniers and started pulling on rope which was tied around a big cottonwood tree on the other side of the river. Slowly the ferry began to move toward the opposite shore.

“I am in your debt and at the first opportunity I will recompense you with interest,” said the merchant.

“There is no need to recompense me. Hopefully your business will prosper and someday *you* will be in a position to help someone who is in a pinch,” said Henry.

“If I prosper I will certainly do so, provided I prosper enough.”

“How much is enough?” asked Guy.

“Well, in truth one can *never* prosper enough. That is the creed I go by.”

“Isn’t having a fine home, food on the table and clothes on your back prosperity enough?” asked Guy.

“Not nearly,” answered the merchant.

“Well what if you added a good amount of land under tillage and a sack of gold coins stashed away in a safe place,” said Guy.

“Still not enough,” the merchant said.

“Would owning a fleet of merchant ships do it then?” asked Guy.

“No.”

“How about coming into possession of a gold mine with inexhaustible reserves?”

“That is getting close,” said the merchant.

“Close?”

“Yes; you see prosperity can be a fragile thing and you can never have too much of it. Suppose my house burned down. Suppose a drought came and ruined my crops under tillage. Suppose I forgot where I stashed my coins and my fleet was lost in a storm and there was a catastrophic cave in at my mine: what would I do then?”

“Start all over, I guess,” said Guy.

“Exactly; and who wants to start all over after being prosperous but not prosperous enough,” said the merchant as the ferryman toiled to earn his deniers.

“I see your point. But what if everyone lived by your creed?”

“Then everyone would be prosperous or on the verge of prosperity.”

“I don’t think that would be possible,” said Guy.

“Why not?” asked the merchant.

“Because there is not enough to go around for everyone to prosper to the extent you are saying,” said Guy.

“Perhaps, at any rate there *is* enough to make *some* people immensely prosperous, and I intend to be one of them,” concluded the merchant who hadn’t had the two deniers for his passage on the ferry.