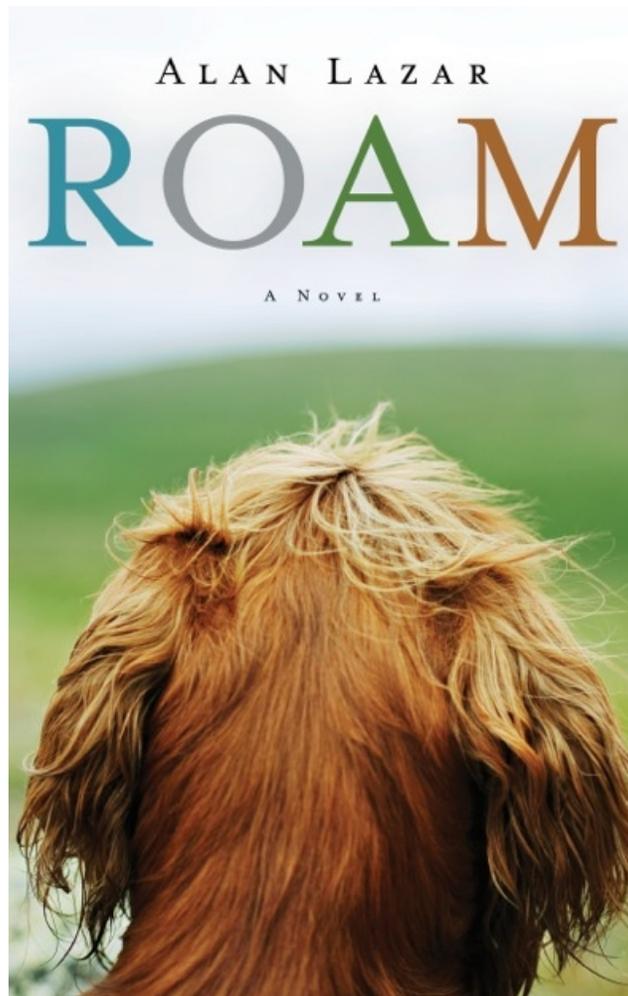


PUBLICITY PACKAGE FOR



RUNNER UP, LOS ANGELES BOOK FESTIVAL AWARDS

Includes Publisher Press Release and Reviews

For further info please contact alanlazar@mac.com

PUBLISHER PRESS RELEASE FOR ROAM

ADVANCE PRAISE FOR ROAM

“I loved the curious, adventurous spirit of Nelson. The story of *Roam* shows some of the things I love most about dogs—their unconditional love, loyalty, instinct, connection to Mother Nature, and of course, their powerful noses! We can all learn and take something away from his journey.”

—Cesar Millan, *The Dog Whisperer*

“A thoughtful portrayal of the dog’s worldview, emotions, and nature...Lazar’s obvious affinity for dogs connects the reader to Nelson’s feelings of loss, love, and survival. By adopting a dog’s innocent, protective, childlike perspective, Lazar urges the reader to ponder a pet’s feelings about its owner’s actions...A touching page turner for dog lovers.” —*Publishers Weekly*

“A canine version of *Black Beauty*.” —*Kirkus Reviews*

“Alan Lazar knows dogs, and to know a dog is to love a dog. *ROAM* compassionately explores and celebrates the heart and mind of man’s best friend and the special bond we share.”

—Patrick McDonnell, *New York Times* bestselling author of *The Gift of Nothing* and the creator of the “Mutts” cartoon strip

“With the mesmerizing simplicity of a classic silent film, *ROAM* tells the heart-breaking (and yes, heart-warming) story of Nelson, an adventurous and brave little dog as memorable as John Grogan’s Marley, Kate deCamillo’s Edward Tulane and even Chaplin’s Little Tramp. Without a word of dialogue, Lazar tells an epic tale almost entirely from Nelson’s point of view, but his canine hero’s stirring quest is no different than Quixote’s—a death-defying, wonder-inducing search for love.”

—David Frankel, Director of *Marley and Me* and *The Devil Wears Prada*

“... will likely be added to bookshelves that include titles like *Dewey the Library Cat*, *The Art of Racing In The Rain* and *The Story of Edgar Sawtelle*, Lazar has crafted an adventure guaranteed to capture the interest of the reader.” — *Book Page*

Dear Producer/Editor:

I am delighted to share with you a wise and heartwarming debut novel about a beloved dog from platinum-selling musician/composer Alan Lazar. **ROAM** (Atria Hardcover, November 2011) is an insightful story about families, love lost and found, and the three-legged dog named Nelson that brings them all together.

What would you do if you lost your dog, or any pet for that matter? Would you lie awake nights wondering how he was faring in the world outside of your home—if he was hungry, tired, scared, or hurt? In **ROAM**, a beagle/poodle mutt named Nelson finds a happy home with a newlywed couple, Katey and Don. Nelson develops a deep love and dependence on Katey, and in turn exhibits protectiveness over her safety and well-being. When Katey and Don’s marriage starts to go south, Nelson senses something wrong, and soon follows his nose outside of their yard and into the world, becoming hopelessly lost. After wandering the

country for eight years he is miraculously reunited with his beloved owner, having survived the wild and even missing a leg. Alan Lazar tells Nelson's story from an omniscient point of view, gracefully describing the smells, sights, and sounds Nelson experiences as a puppy through his adoption and as he travels many miles on his own, meeting other people and animals along the way.

ROAM is so much more than the story of a dog. It is an eye-opening look at the human condition. Nelson witnesses humans in all different stages of their lives, and with an objective point of view, offers insight as to how our emotions and general states of being are detectable by an animal's keen senses. It is also a story of survival, and in telling the story of Nelson's will to live in the wild, Lazar artfully shows us just how animals communicate with each other.

In addition to a beautiful story in **ROAM**, author and composer Alan Lazar has also written seven original piano pieces to accompany the novel. They can be accessed through Microsoft tags throughout the book, as well as through his website at www.alanlazar.com.

We hope you enjoy **ROAM** as much as we did, and will consider it for review and feature attention this fall. Alan Lazar is available to talk about the novel, animal behavior, and using his own work as inspiration to compose pieces to act as a soundtrack to the story.

Please enjoy! We look forward to discussing opportunities for **ROAM** in the near future.

Sincerely,

Diana Franco
Senior Publicist, Atria Books
212/697-7091
Diana.m.franco@simonandschuster

ALAN LAZAR

Biography

ROAM is Alan's first novel. He was born in Johannesburg, South Africa and graduated from the University of the Witwatersrand with a BA in Political Studies and Computer Science. As a Fulbright scholar, he completed his MFA in film at USC in Los Angeles.

Alan has written music for more than 30 feature films and TV shows, including festival successes like "Billy's Hollywood Screen Kiss", and Emmy award winning "Sex and the City". Recently Alan scored "An American Crime", starring Academy Award nominees Ellen Page, Catherine Keener and James Franco, directed by Tommy O'Haver. The film received its World Premiere at the Sundance film festival. Following its US release on Showtime, Catherine Keener was nominated for both a Golden Globe and an Emmy for Best Actress for the film. Another recent scoring effort, 'Jerusalema', was South Africa's official submission for the 2009 Oscars.

Alan received platinum sales and other industry awards for his work in one of South Africa's first multiracial bands, Mango Groove. He was songwriter, producer and keyboard player. Their live performances included the Freddie Mercury Memorial Concert in London, the Quincy Jones night at the Montreux Jazz Festival, a special gala performance with the Hong Kong Ballet, SOS Racism in Paris, concerts with Eric Clapton and the Rolling Stones in Africa and a special performance at the inauguration of Nelson Mandela. Alan's song "African Dream" is referred to as the 'unofficial national anthem' by the South African press, and was nominated for 'Song of the Decade'.

www.alanlazar.com

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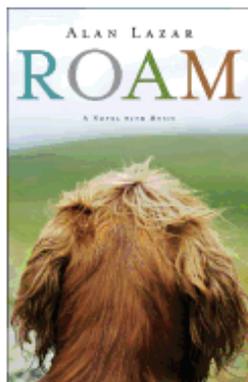
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Roam

Alan Lazar. *Atria*, \$22 (308p) ISBN 978-1-4516-3290-3



Musician Lazar's debut is a thoughtful portrayal of the dog's worldview, emotions, and nature, written largely from one dog's perspective and tracking his walkabout adventures across the country after his nose leads him away from his first owner and "Great Love," Katey. Though suspension of disbelief is the name of the game, the view through a dog's eyes can become strained, but mostly Lazar draws the reader into the mind of Nelson, half beagle, half poodle, all curious, playful, and lovable, charming almost everyone who crosses his path from his start in Albany, N.Y., and beyond. Lazar's obvious affinity for dogs connects the reader to Nelson's feelings of loss, love, and survival. By adopting a dog's innocent, protective, childlike perspective, Lazar urges the reader to ponder a pet's feelings about its owner's actions. Nelson's adventures on the fringe are fascinating, and sometimes they lead him to the direst of circumstances, but his loyalty to Katey always drives him to continue on. A touching page-turner for

dog lovers. (Nov.)

Reviewed on: 09/05/2011

Lazar, Alan. *Roam*. Atria: S. & S. Nov. 2011. c.336p. ISBN 9781451632903. \$22. F

Nelson, a half-beagle, half-poodle mix, is born to a dog breeder in the New England countryside. Soon he and a sibling are on their way to a pet shop in Boston, where he will languish until he is purchased by newlyweds on their way back to upstate New York. Katey, the bride, will become his Great Love, but the little family's happy life is torn apart by infidelity. Nelson gets lost and begins a lifelong journey that takes him across the country and through many lives, but he never forgets Katey. Incredible journeys are a perennially popular subset of dog stories (see W. Bruce Cameron *A Dog's Purpose* and Ann M. Martin's *A Dog's Life: The Autobiography of a Stray*), and debut novelist Lazar crafts a good one. He captures the interior and exterior lives of humans and dogs (and even wolves) with a sure hand. The author is also a musician and composer, and some chapters end with QR codes that link to music that forms the soundtrack to the novel. **VERDICT** This should appeal to dog lovers and lovers of a good adventure story. [See Prepub Alert, 5/23/11.]—**Dan Forrest, Western Kentucky Univ., Bowling Green**



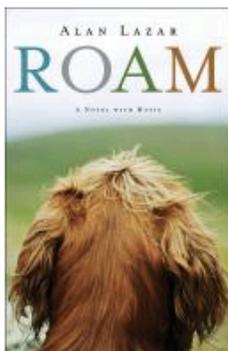
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CHILDREN'S BOOKS



November 2011

THE GREAT LOVE OF A LITTLE DOG

REVIEW by DEB DONOVAN

Composer Alan Lazar's debut novel traces the life of Nelson, a half-beagle, half-poodle mutt who is put up for adoption at a Boston pet store—a disappointment to the shop owner, who prefers dogs with a pedigree. Two weeks later, Nelson is in danger of being sent to the pound when newlyweds Katey, a concert pianist, and her husband Don decide Nelson is the dog for them. All goes well for two years, but when Katey and Don's marriage starts to fall apart due to Don's infidelity, Nelson escapes from their yard and quickly becomes lost. Katey searches for him for weeks, but eventually gives up.



Your rating: None
Average: 3.8 (5 votes)

Roam

By **Alan Lazar**

Atria

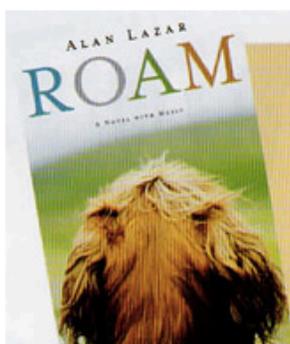
\$22.00

ISBN 9781451632903

published 11/01/2011

Over the next eight years, Nelson has many adventures. He sees the world from the passenger seat of the truck; scavenges from dumpsters; finds a female friend who helps stave off his loneliness; escapes from two shelters, losing a hind leg in the process; and even lives with a pack of wolves for several months. Through it all, he never loses sight of his goal to reunite with Katey, his "Great Love."

Carrying through Nelson's lengthy odyssey is his fine-tuned sense of smell—the incredibly reliable survival mechanism that never fails to keep him from starvation, leads him to friendly humans and steers him away from danger. Lazar's portrayal of its power will ring true for dog owners. **Roam** will appeal most strongly to pet lovers—a not-insignificant proportion of the reading public—and will likely be added to bookshelves that include titles like *Dewey the Library Cat*, *The Art of Racing in the Rain* and *The Story of Edgar Sawtelle*. Lazar has crafted an adventure guaranteed to capture the interest of the reader—who hopes, like Nelson, that the dog will somehow make it home to Katey.



ROAM: A Novel with Music

BY ALAN LAZAR

Roam is the survival story of Nelson, a Poodle/Beagle puppy. Nelson is a breeder's "mistake" who goes from the loving home of the woman who purchased him to the cruel, dangerous world beyond his safe fence. This story is both heart-warming and heart-breaking as it shows not only the special bond shared between dogs and humans but also the atrocities placed upon dogs by humans. This is a book you will have a hard time putting down.

"The story is both heartwarming and heartbreaking... This is a book you will have a hard time putting down."

—*American Dog Magazine*

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The Inspiration for "Roam"

Posted November 18, 2011 by [TokyoSuperFrog](#)
Categories: [Author posts](#) | [No Comments »](#)



When I was a teen I loved 'Jonathan Livingstone Seagull' and some years back I got the idea to write that type of spiritual journey or Everyman tale, but with a dog as the protagonist. I'd been reading a lot of Joseph Campbell, and I was fascinated with the structure of mythic stories, and their universal cross-cultural meaning. As a dog-lover, I wanted *Roam* to be the story of a dog's heroic journey across America, but I wanted it to be more than that too, to try and reflect some of the ups and downs, the loves and losses, the joy and pain all of us experience in our lives.

The idea crystallized when I started seeing a lot of newspaper articles about lost dogs that had been reunited with their owners after many years, thanks to the miracle of chip technology. As the owner of three dogs, I knew that little could be worse than experiencing your dog get lost, not knowing where they were, what they were doing, if they were even alive at all. I wondered where those lost dogs had travelled for so many years, and of course they could never tell us. So, the idea for *Roam* bubbled around in my subconscious. Then, several years back I lost my dad. As those who've experienced it know, losing a parent is such a big event in our lives. There's enormous grief in losing one you love so much, and it gets one thinking a lot about life and death, and the meaning of it all. A few months after losing my dad, I started writing *Roam*.

Our three family dogs were big inspirations for the novel as well. When I take them for walks, their nose is pretty much glued to the ground, sniffing the grass with such passion and purpose. So many times I've wondered what is going through their heads, what the smell of grass means to them. Smell is a powerful part of a dog's experience of the world, and writing as much from Nelson's perspective in *Roam* as I could, I tried to experience a world where scent and not sight is dominant.

In researching the story, I also came to realize the full extent of the tragedy going on in dog shelters across the USA. So many amazing people work in these shelters, but due to lack of resources, upwards of four million dogs (and cats) are put to death every year because they cannot find a home. I do hope *Roam* also heightens awareness of this situation. I had purchased our three dogs from pet stores, not knowing better at the time, but I will definitely always adopt in the future.

While we were editing *Roam*, my fantastic editor, Sarah Durand, knowing I was a composer as well, suggested I write some music to accompany the book. I was very intrigued with this idea, as I thought it could possibly heighten the reader's emotional experience of the novel. Music expresses emotion in a different, more mysterious way to the written word. At the same time I didn't want music to overwhelm the text. So, I came up with seven simple piano pieces that a reader may listen to at points in the novel. They can be accessed by this amazing technology the publisher came up with - you can scan tags in the book with your iPhone and it'll play the music off YouTube. You can also listen to the tracks at my website www.alanlazar.com.

-Alan Lazar

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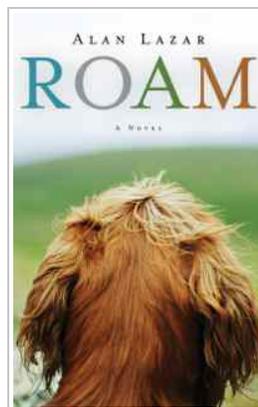
TRAINING



ROAM for the Holidays

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Looking for a good holiday read for yourself or a fellow dog lover? Check out Alan Lazar's debut novel ROAM, an adventurous tale of a lost dog's eight-year journey back to his family...



What would you do if you lost your dog, or any pet for that matter? Would you lie awake nights wondering how he was faring in the world outside of your home—if he was hungry, tired, scared, or hurt? In ROAM, a beagle/poodle mutt named Nelson finds a happy home with a newlywed couple, Katey and Don. Nelson develops a deep love and dependence on Katey, and in turn exhibits protectiveness over her safety and well-being. When Katey and Don's marriage starts to go south, Nelson senses something wrong, and soon follows his nose outside of their yard and into the world, becoming hopelessly lost. After wandering the country for eight years he is miraculously reunited with his beloved owner, having survived the wild. Alan Lazar tells Nelson's story from an omniscient point of view, gracefully describing the smells, sights, and sounds Nelson experiences as a puppy through his adoption and as he travels many miles on his own, meeting other people and animals along the way.

A professional composer of many film and TV scores, Alan has also written seven original piano pieces to accompany the novel, which can be accessed through Microsoft tags throughout the book.

Cesar was honored to be one of the first to review the book and wrote:

"I loved the curious, adventurous spirit of Nelson. The story of Roam shows some of the things I love most about dogs—their unconditional love, loyalty, instinct, connection to Mother Nature, and of course, their powerful noses! We can all learn and take something away from his journey."

In 2012, we'll be talking to Alan here at CesarsWay.com and you'll be invited to submit your questions for him about the book and how he came to write it.

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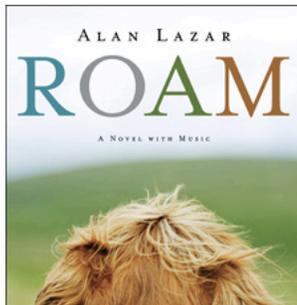
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Roam

Nelson is a three-legged beagle/poodle who travels the country on a quest to find his way back to previous owner Katey, the great love of his life. Alan Lazar, a platinum-selling musician/composer slumming as a debut novelist, writes in a way that is as joyous and sorrowful as a song. [Original music from the author](#) accompanies the charming portrayal of one loyal dog's grand adventure — but he had us at beagle/poodle.

Available at amazon.com, \$14.