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## Featured Events

For a complete list of our events, visit our [calendar](#).

### Respite by the River for Kids

Thursday, July 15, 2010

6:00 p.m.

Fresno, CA

Bring your picnic, listen to music, and enjoy a children's program with [Blue Jay Girl](#) author Sylvia Ross.

[Read More>](#)

### Blood Strangers goes to Maine!

Friday, July 16, 2010

6:00 p.m.

Brunswick, ME

Katherine A. Briccetti will read from her memoir at Gulf of Maine Books.

[Read More>](#)

### Summer Programs in Yosemite

Saturday, July 24, 2010

8:00 p.m.

Yosemite, CA

Rick Heide and Gary Noy will read from their anthology, [The Illuminated Landscape](#).

[Read More>](#)

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## The Publishers Club

Join [Heyday's Publishers Club](#) and receive exciting benefits, including exclusive event invitations and special members-only discounts for books!

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## Heyday Community

JULY 2010 NEWSLETTER



## Golden Days of California

During summertime, the reasoning behind California's nickname "The Golden State" becomes more apparent. As the rainy season ends, our hills turn a vibrant golden color, and this beautiful landscape sticks around well into the fall season.

How do you spend your warm summer weekends? Eating ice cream? Going to the beach? Reading a good book?

Heyday has two events you might want to check out. [Respite by the River for Kids](#) is an outdoor event for children in Fresno. Bring a picnic while enjoying a children's program with the author of [Blue Jay Girl](#). And if you find yourself in Yosemite, you can catch Rick Heide and Gary Noy [reading](#) from their new anthology, [The Illuminated Landscape](#).

This month's newsletter brings you an image of the bizarre new contraption sitting in our lobby, teaches you what an "Outrageously Newfangled" genre-bending performance is all about, and (as always) gives you a chance to free books.

Warmest regards,

Susan Pi

Marketing and Publicity Director

p.s. Check out our new ten-week blog series. [Pacific Pup: The California Coast According to Annette](#) begins today and will feature California coastal plant and animal communities as seen through the eyes of a sketchbook artist.

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## Attend a Writers Retreat

There is still space available at the [High Country Writing Retreat](#), July 20–24, at San Francisco State University's Sierra Nevada Field Campus on the North Yuba River. At an elevation of about 6,000 feet, new and experienced writers will be able to take inspiration from the Sierra's spiced air and rushing waters, loamy ground and craggy heights. There are supportive group sessions as well as unstructured periods to allow for individual writing, wandering, and

Take part in Heyday's vibrant community of readers, writers, and thinkers!

We'll bring you news about the California art & literature scene, clue you in on some of the best events throughout the state, and provide a public space for all you California fans to celebrate together.

Dancing, cheering, and clapping is not mandatory but highly encouraged.

And you know what?

We're all about the stories, here at Heyday, so we'd love to hear yours. [Email](#) us or post a comment in any of our online forums if you have something to share!



optional one-on-one instructor conferences.

Before the workshop, be sure to check out [The Illuminated Landscape: A Sierra Nevada Anthology](#) to see how the Sierra has inspired many writers. Excerpts by well-known authors as well as original works from local writers reveal how important the Sierra has become to our cultural psyche, an irreplaceable refuge for our spirits.

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## Doodle with a Pendulum



Heyday is known for promoting widespread awareness and celebration of California's many cultures, landscapes, and boundary-breaking ideas. While we are all immensely proud of what we've accomplished so far, nothing beats the knowledge that we are now the only\* publishing house with a full-size harmonograph in our office!!

In case you don't already know, a [harmonograph](#) is a mechanical device that uses swinging pendulums to draw pictures, believed to be originally invented in 1844 by Scottish

mathematician Hugh Blackburn. And how did this harmonograph end up in our building? Bill Somerville, author of [Grassroots Philanthropy](#), put hammer to nail one afternoon and after hours of hard work, presented us with our new harmonograph. Thanks, Bill!

Impressed with the way our harmonograph looks? You should be! And should you happen to be in the neighborhood one sunny afternoon, drop by and make your very own pendulum drawing!

\*That we know of

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## Save the Redwoods



Several months ago, we gave a shout-out to the [Save the Redwoods League](#) for their [I Love Redwoods contest](#). Since then, a total of 978 entries have been received—all trying to tell President Obama why we need to save the redwoods.

And according to Santiago from Santa Cruz (first place winner in the age 5–9 category), we need to save the redwoods because they are "the homes of banana slugs."

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## Catch a Genre-Bending Show



If you are in San Francisco July 8–18, stop by [The Garage](#) to catch their "Outrageously Newfangled" genre-bending artistic feast of drama, dance, music, and painting. [Comedy Ballet](#) is written and directed by local playwright Martin Schwartz.

An outlandishly unconventional dance/theatre hybrid, [Comedy Ballet](#) follows KC (John Russell), a hapless wine clerk, as he is pursued by a homeless actor-painter (Best of Fringe Acting Award–winner Nathan Tucker) who may or may not be

sleeping in the stacks; an inscrutable beauty (Molly Benson) who may or may not want to take him home; and a trio of feverishly grieving gangsters who may or may not want to ritually sacrifice him.



## Fill up your Bookcase!

Just to remind everyone that we have two ongoing giveaways taking place this summer:

### **California Desk Set**

To celebrate our new identity, logo, and mission statement, we're not just giving away one book, or two, or even three. We're going to give away our [top dozen bestselling titles](#) as one prize package! This Desk Set includes a little bit of everything about California—something for everyone.

For a chance to win, email [news@heydaybooks.com](mailto:news@heydaybooks.com) before August 31, 2010, and tell us what's your favorite thing about California in under twenty words. One winner will be chosen at random and, in addition to receiving the Desk Set, he or she will be given the opportunity to highlight a nonprofit group of choice in our next e-newsletter.

We'll be sharing your responses on our [Facebook](#) page, [Twitter](#) feed, and our [blog](#), so if you'd rather remain anonymous, please let us know in your email.

### **Love It! Learn It! Protect It!**

[Fall in love with nature](#) again as we celebrate the beauty of our San Francisco Bay Area. From the creeks and the fields to the beaches and the forests, this area is a bona fide smorgasbord of natural wonders. Led by John Muir Laws, our goal is to make everyone a fan of Bay Area nature! So go on a hike, hug a tree, and win some [great prizes](#).

To enter our raffle:

Follow us on [Twitter](#) and give a shout-out to nature by placing the #natureFTW hashtag in your tweet  
OR

Become a fan of Heyday on [Facebook](#) and tell us why you're a fan of nature on our wall  
OR  
Send us an [email](#) (or [mail](#) us a postcard) letting us know why you're crazy in love with nature

After you register, [email](#) us your mailing address, and we'll send you a Bay Area Nature Fan pin and sticker (while supplies last).



## Welcome Heyday Interns!



From left to right: Emily (sales and marketing),  
Kimmianne (editorial), Alex (publisher's intern),  
Trisha (sales and marketing), Arielle (sales and marketing),  
Annette (scientific illustration)

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