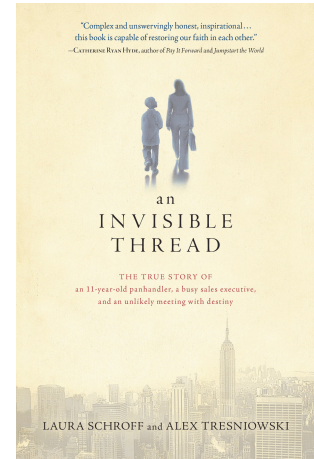


For Immediate Release

***New York Times* Bestseller, *An Invisible Thread*, Brings to Life the Inspiring True Story of an 11-Year-Old Panhandler, a Busy Sales Executive, and an Unlikely Meeting with Destiny**

First Time Author Laura Schroff Explores the Role of Destiny in Our Lives & the Invisible Threads that Connect Us All

“Complex and unswervingly honest, inspirational ... (An Invisible Thread) is capable of restoring our faith in each other,” says Catherine Ryan Hyde, author of Pay it Forward



(NEW YORK & NASHVILLE) – “Excuse me lady, do you have any spare change? I am hungry.” This simple question marked the beginning of an extraordinary, unlikely friendship that ultimately transformed two lives. **Laura Schroff’s** *New York Times* bestselling book, *An Invisible Thread*, is based on her own true story and narrates the unexpected connection between a busy ad executive and a hungry little boy, **Maurice Mazyck**. The result is a complex and moving story of how two lives were meant to converge on a Manhattan street corner one fateful day.

“Whatever made me notice him on that street corner so many years ago is clearly something that cannot be extinguished, no matter how relentless the forces aligned against it,” writes Schroff. “Some may call it spirit. Some might call it heart. Whatever it was, it drew me to him, as if we were bound by some invisible, unbreakable thread. And whatever it is, it binds us still.”

In *An Invisible Thread*, Schroff recounts how this chance encounter, followed by a simple lunch shared between strangers, became the foundation for a weekly ritual and a life-changing friendship of shared experiences. Schroff and her co-author **Alex Tresniowski** beautifully weave the story of 11-year-old Maurice – born to an abusive father, drug-addicted mother and living in welfare hotels with his knife-wielding grandmother – with Schroff’s seemingly disparate life, poignantly revealing how Maurice’s childhood echoed Schroff’s own in Long Island, NY, where her father’s violent alcoholic tirades wreaked havoc on the family.

An Invisible Thread is a story about letting go of fears, burdens and expectations, in order to embrace the sweet, unplanned blessings of life. *An Invisible Thread* is an inspirational tale with strong central characters and a big emotional and inspirational payoff at its conclusion.

Reviews:

“If you have a beating heart—or if you fear you’re suffering a hardening of the emotional arteries—you really ought to commit to this book at the earliest possible opportunity . . . read this book. And pass it on. And encourage the next reader to do the same.” – **Jesse Kornbluth**, *Huffington Post*

“This is a must-read...you can read it in a day because it’s impossible to put down. If you read it and find it as moving as I did, pay it forward—buy a copy and give it to a friend.” – **Rachael Ray**, Host, *The Rachael Ray Show*

“*An Invisible Thread*—a remarkable story, told so beautifully and honestly—shows us what’s possible when we are not afraid to connect with another human being and tap into our compassion. It is a story about the power each of us has to elevate someone else’s life and how our own life is enriched in the process.” – **Chris Gardner**, bestselling author of *The Pursuit of Happyness*.

“This book is a game-changer...each chapter touches your heart. *An Invisible Thread* is a gift to us all. America needs this book now more than ever.” – “Coach” **Ron Tunick**, national radio-show host, “The Business of Life”

An Invisible Thread, by Laura Schroff and Alex Tresniowski, launched November 1, 2011 and made the *New York Times* Bestseller list the first week it launched and is available at Barnes & Noble, Amazon.com and other major retailers nationwide. Published by Howard Books, a division of Simon and Schuster, the cover price is \$25.00. To learn more about this inspiring story, see photos and watch the book trailer, visit: www.aninvisiblethread.com.

About the Authors:

Laura Schroff is a former advertising executive who has worked with several major media companies, including Time Inc. and Conde Nast. Born and raised on Long Island, Laura was part of the advertising team that made *USA Today* a successful national newspaper. Before helping launch three of the most successful start-ups in Time Inc. history—*InStyle*, *Teen People*, and *People StyleWatch*—she was also the New York Division Manager at *People* magazine. Laura has also been the New York Ad Manager at *Ms.* magazine and Associate Publisher at *Brides*. Laura loves spending time at her condo on Long Island and visiting with her family in New York and Florida. She lives in New York City with her feisty poodle Coco.

Alex Tresniowski is a writer living and working in New York City. He has been a senior writer for *People* magazine since 1998, writing numerous cover stories and focusing on human interest, crime, and sports. He is also the author of six books, including 2005’s *The Vendetta*, a true crime story that was purchased by Universal Pictures and used as a basis for the 2009 Johnny Depp movie *Public Enemies*.

Howard Books is an imprint of Simon and Schuster. Based in Nashville, the imprint is home to numerous *New York Times* bestselling books. Simon & Schuster is a part of CBS Corporation, a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children’s Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information visit our website www.simonandschuster.com.

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by Laura Schroff & Alex Tresniowski

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