



White Seahorse Publishing

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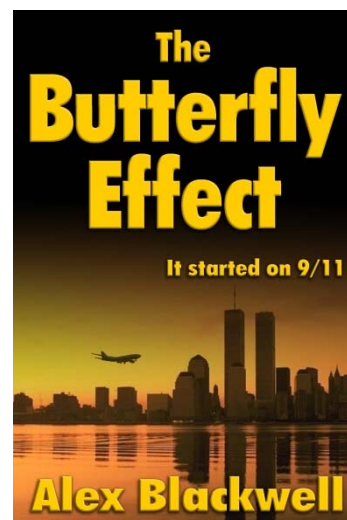
FOR IMMEDIATE RELEASE

THE BUTTERFLY EFFECT: IT STARTED ON 9/11

*Mahwah NJ, USA & Westport, Co. Mayo, Ireland – September 11, 2013 – White Seahorse Publishing is pleased to announce the pre-release of *The Butterfly Effect: It started on 9/11**

Some maintain that September 11, 2001, forever etched into people's minds as 9/11, was the result of things that happened decades earlier. Many things happened during this horrific event. One such thing can quite likely have been a "butterfly effect" event; something that triggered something much greater.

If something as subtle as the flutter of a butterfly's wing can ultimately cause a typhoon halfway around the world, what might follow from devastation like that of 9/11? This attack on America was clearly designed to topple the US from its lofty perch as a superpower. But the momentum of the American machine is simply too great for an isolated event to bring it to its knees – or is it?



THE ATROCITY. . .

Jason Geraghty lost his beloved wife on 9/11. To Jason's grief-stricken mind, her work at the World Trade Centre for a secret US Government agency meant America was to blame.

AND AMERICA WOULD HAVE TO PAY!

THE REVENGE. . .

An apocalypse so simple in its conception and so overwhelming in its annihilation that it will destroy the United States of America once and for all! Unless, of course, Jack O'D can intervene in time...

THE BUTTERFLY EFFECT

"Is an addictive page turner"

"Once you pick it up you'll find it hard to put down"

Please visit www.whiteseahorse.ie/Butterfly for more on *The Butterfly Effect*.



ABOUT THE AUTHOR:

Alex Blackwell is a frequent author writing about sailing technology and sailing adventures, contributing to several magazines, websites and e-zines. He has enjoyed a professional career as copywriter, marketer and speaker. Born in Chicago, Alex and his family moved to Clew Bay, Ireland when he was 14. Because of his mother's German heritage, Alex went to school in Germany, where he earned a Master of Science degree in Marine Biology. After starting an oyster hatchery in Ireland, he went to America for a six-month research project. As many people do, he stayed for 20 years. There he was a partner in a marketing support services firm and commercial printing company which included a book printing division.



The Butterfly Effect: It started with 9/11, Alex's first novel, is strictly fiction. It is woven out of the fabric of historical events, his personal experience, and his fertile imagination. After successfully publishing a book about boat anchoring (*Happy Hooking - The Art of Anchoring*) and an oyster cookbook (*Oyster Delight by Jonathan Mite*), a novel was begging to come out. The next novel is already in the works, as are other projects.

9/11 changed everything for Alex and his Ukrainian-American wife, Daria. In 2008, they left their high-powered lives behind, boarded their boat and sailed across the North Atlantic to resettle in Ireland.

ABOUT THE PUBLISHER:

White Seahorse Publishing provides expert self-publishing and marketing assistance to authors globally. We cover all aspects from editorial assistance to design, printing, digital conversion, and marketing, with the exception of rights negotiation. Visit us to learn more at www.whiteseahorse.com.

Media resources, including a full media kit, are available at: www.whiteseahorse.ie/publishing

Alex Blackwell is available for speaking engagements both virtually and in person upon request.



www.whiteseahorse.ie/Butterfly