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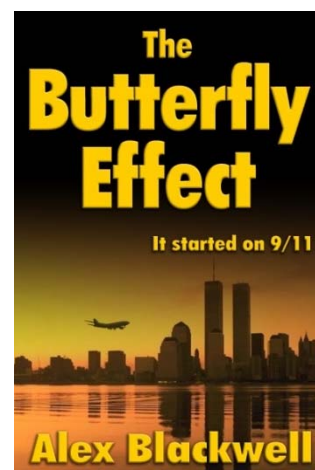
FOR IMMEDIATE RELEASE

## ***THE BUTTERFLY EFFECT: IT STARTED ON 9/11*** **BOOK PROMOTION**

*Mahwah NJ, USA & Westport, Co. Mayo, Ireland – September 29, 2013 – White Seahorse Publishing is pleased to announce a limited money back promotion for *The Butterfly Effect: It started on 9/11**

As part of their Crowd Sourced Editing program (see separate release), White Seahorse Publishing is pleased to offer readers the opportunity of receiving a full refund for their purchase costs of the book – print or Kindle.

All readers need to do to participate is purchase the book through any of the usual channels. In the first pages of the book a reader will find a copy of the eligibility rules as well as a special code word. If they are then one of the first 100 to review the book on the White Seahorse website, they will receive a refund of 100% of their purchase cost.



### **IN SHORT:**

- Once a reader has purchased the book and read it, they will be asked to review it and answer a few simple questions about the book.
- White Seahorse Publishing will reimburse the full purchase price of the printed or digital book to the first 100 respondents.
- White Seahorse Publishing will reimburse the full purchase price of the printed or digital book to every 100th respondent after that through to December 31, 2013.
- All respondents will be eligible for special offers on future White Seahorse Publications.

### **MORE ON THE BOOK PROMOTION**



[www.whiteseahorse.ie/ButterflyPromo](http://www.whiteseahorse.ie/ButterflyPromo)

### **TO PURCHASE THE BOOK**



[www.whiteseahorse.ie/Butterfly](http://www.whiteseahorse.ie/Butterfly)