

P U J A S H A H

FOR
MY
SISTER

A NOVEL

Media Kit

FOR MY SISTER

PUJA SHAH

DESCRIPTION

Amla and Asya are sixteen-year-old twins living with their family in a small village outside of Mumbai. While they look alike, they are very different. Asya is known for her quiet grace and understanding, whereas Amla questions authority and breaks rules.

Their lives change overnight when their mother becomes ill with cancer and their father succumbs to the massive financial strain of her care in Mumbai and eventually abandons his children. To the twins' dismay, their grandparents arrange their marriages to older men. When they form a plan and run away to join their mother in the hope for a new life, the girls discover that the world is not what they thought.

After trusting the wrong people, a long train ride brings them to the dark streets of India's largest red light district where they are sold to a ruthless woman. Their only security is each other. . . until they are separated. Though they each discover ways to cope through poetry, art, and romance, they long for the other half of themselves. Will their lives ever intertwine again?

KEY SELLING POINTS

- Women's fiction, bonds of sisterhood
- Own Voice author/book, story in India, supports diversity inclusion
- Story of self-discovery, and creative exploration as a path to freedom
- Anti-trafficking awareness
- Empowerment of girls

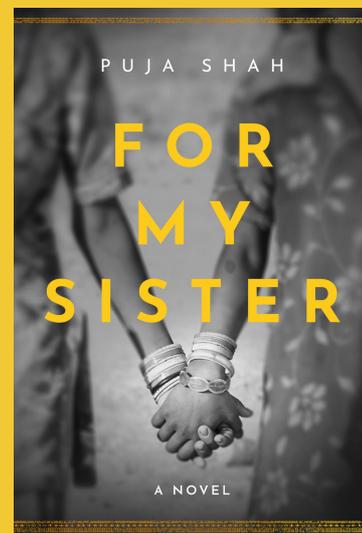
MARKETING

- The author will be promoting her book on her author website, Facebook, Twitter, and LinkedIn.
- She will work with her Deep Origins team for the promotion via Facebook ads. They will also send out email marketing to its sister brand, Project:Yourself, that listens to her guided meditations.
- She is also the co-founder of Chai Mommas, a South Asian collective of mom influencers on Instagram. Here she will host an Instagram live about the book, and engage other book club influencers on Instagram.
- The author will have her virtual book club read her book for the month it launches.
- She has created a Good Reads author account and once the book is available will join the Author Program.
- The author has already identified 10 published authors to send digital or physical copies for reviews and promotional quotes on the book.
- She will work with 5 nonprofits she knows on collaborative fundraiser sales, in addition to sales and book signing through her own nonprofit.
- The author will reach out to local bookstores and libraries for any book signing opportunities.



AUTHOR BIO

Puja Shah shares her voice through written and spoken word poetry, guided meditations, and teaching. Born in Queens, New York to immigrant parents, she defied teachers who questioned her English skills by winning countless poetry and short story awards in her youth. As an avid reader, she spent her teen years exploring New York City for poetry slams and book readings. Her equal fascination with the East and West had led her to earn a graduate degree in dental medicine from Tufts University, as well as over a dozen trainings in various forms of yoga, meditation, and ancient wisdom. For My Sister is her first novel.



Publisher: Koehler Books

Distributor: Ingram

PUB DATE: 10/18/2022

SOFT COVER: \$18.95

978-1-64663-796-6

HARD COVER: \$27.95

978-1-64663-798-0

EBOOK: \$7.99

978-1-64663-797-3

TRIM: 6"x 9", pages 286

Fiction / Women

ONLINE

www.formysisterbook.com

AUDIENCE

- Women
- South Asian readers (global and U.S.A.)
- Literature/Contemporary Fiction
- Educators
- Social Justice cause individuals, non-profits and organizations

 **koehlerbooks**

www.koehlerbook.com

INGRAM
ONE SOURCE. COUNTLESS POSSIBILITIES.

PRAISE FOR THE NOVEL

"There is a timeless longing you feel that makes you want to keep turning the pages. Puja Shah delivers this reality in a way that is mournful, yet gentle and kind."

Christina Rasmussen, Best Selling Author of *Second Firsts*

"Puja Shah's riveting words will grasp you from the first page, leaving you feeling every emotion along the way. This is a book people won't stop talking about."

Jyoti Chand, Influencer and Author of *Fitting Indian*

"A beautifully told story of twin sisters that soars to the healing power and poetry of love. *For My Sister* is a novel with a social conscience illuminating the epidemic of human trafficking. It will break your heart, open your soul, and ignite a fire within to become part of the solution. Share it far and wide with all of your sisters."

Arielle Ford, international bestselling author of *The Soulmate Secret*

"Puja Shah's exquisite debut novel is a thoughtfully researched and captivating story illuminating the unbreakable bonds of sisterhood."

Dr. Rashmi Bismark, Author of *Finding Om*

"*For My Sister* is at once both a hopeful tale of sisterhood, love, and resilience and also a heart-wrenching cautionary tale."

Huda Al-Marashi, Author of *First Comes Marriage*

"A masterfully written book that awakens every emotion and a much-needed narrative...*For My Sister* is easily stacked with some of the best books I've read."

Dianne C. Braley, Author of *The Silence in the Sound*

"*For My Sister* is a gripping, and deeply moving story...this page-turner is full of insight, inspiration, heartbreak and hope."

Tejal V. Patel, Author of *Meditation for Kids*

"Puja Shah's honest and contemplative story embraces that which is wonderful about India, even as it cries out for social transformation. Rich in the texture of its use of language, Puja Shah's first novel is a work of marvelous beauty."

Marsha J. Tyson Darling, Ph.D., Renowned Professor

"Bravo!...Puja Shah is precisely the fiction writer the literary world and global readers need to finally begin understanding the plight of women and girls across the globe..."

Sasha K. Taylor, Child marriage survivor and founder of *Reality of a Desi Girl*™

"Puja is a masterful storyteller. *For My Sister* is a story of hope and empowerment. This novel is an important read for all."

Susie Walton, Author of *Key To Personal Freedom*

"*For My Sister* is an engrossing tale of twin sisters...their story will pull you in and not let go."

Carla Damron, Author of *The Orchid Tattoo and The Stone Necklace*

"*For My Sister* is a beautiful and profound story of hope that vividly captures the strength of the human spirit."

Shetal Shah, Author of *Shakti Girls*

"I was totally engrossed...I highly recommend *For My Sister*—the interplay of tension and emotion will keep you reading until the final page."

Professor Winona Howe, Author of *Sita and The Prince of Tigers*

"Puja Shah's vibrant prose, intriguing narrative, and thoughtful storytelling in *For My Sister* is an engaging and beautifully written novel..."

Penny Haw, Author of *The Invincible Miss Cust and The Wilderness Between Us*

"Powerful storytelling, it's a heartbreaking story that is still able to evoke hope as it shares the beauty and struggle of perseverance and resilience."

Sonee Singh, Author of *Lonely Dove and The Soul Seeker Collection*

"An incredibly intense and riveting read."

Amy Maranville, Author of *Padmini is Powerful*

"Through a compelling narrative about fictional sisters Asya and Amla, author Puja Shah brings to light the all too real and common, evil of human trafficking...the courage, and love shown by the sisters in this story, and those who helped them to escape, is present in so many real survivors, and those who, as we speak, are suffering in human slavery."

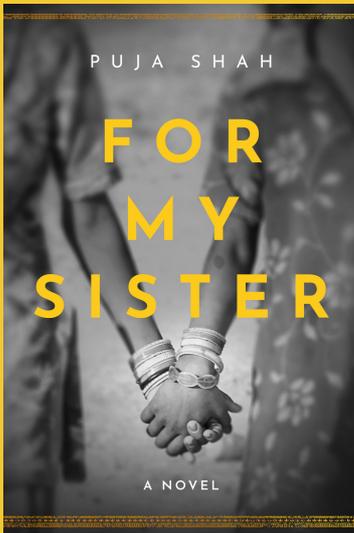
Alisa Gbiorczyk, Head of DeliverFund Global Operations nonprofit

"*For My Sister* is an important book, bringing forth a social issue and message for change that is deep within Puja Shah's beautiful prose. A must read!"

Jill McManigal, Co-Founder and Executive Director of Kids For Peace Global nonprofit

"Even as you read this very engaging novel today, every 30 seconds another child becomes a victim of human trafficking across the globe."

Mangneo Lhungdim, Executive Director of NGO Oasis India



FOR IMMEDIATE RELEASE

Contact: Puja Shah
www.formysisterbook.com

New Novel Reveals The True Cost Of The Global \$150 Billion Human Trafficking Industry, And The Irrepressible Hope And Courage Of Those Trapped By It

For My Sister, the debut novel by Puja Shah, tells the fictional story of twin sisters who turn to art, love, and inner strength to survive and reunite after being trafficked into Sonagachi, India's notorious red light district

Carlsbad, California, October 2022: *For My Sister*, an upcoming novel by author Puja Shah, aims to expose the often-ignored human cost of the multi-billion human trafficking industry through an intimate story of two fictional victims: twin sisters Amla and Asya, who cope with their harrowing new reality through poetry, mindfulness, and the bonds of sisterhood.

"Human trafficking is the modern-day equivalent of slavery. It's a thriving shadow industry operating on every continent, with over 40 million victims and counting worldwide," says Shah. *"The vast majority of these victims are women and girls, and with this novel I hope to not only encourage awareness of this crisis, but action to help end it."*

The novel's launch, scheduled for October 2022, highlights a selection of organizations working to dismantle the human trafficking industry: including Oasis India, DeliverFund and O.U.R. Rescue.

Leading up to the launch, Shah will organize and participate in a variety of online events, book signings, and fundraisers aimed at gathering support for the mission. Updates and invitations for these events will be made public and posted periodically on her website. www.formysisterbook.com.

For My Sister harnesses rich storytelling and cultural exploration to deliver an urgent message. Shah explains, *"The story of Amla and Asya is one of light and darkness. I wanted it to reflect the beauty of Indian culture and the power of art and love in nourishing the human spirit: but also the harsh realities of human trafficking and the cyclical abuse of women that perpetuates this dark industry in many countries and cultures."*

The 286-page novel is published by Koehler Books. Digital and physical preorders are open and can be made online at Amazon.com, Barnes and Nobles and Indiebound.

***For My Sister* supports an end to human trafficking: and so can you**

For My Sister is a work of fiction based on a very real global crisis.

The web of human trafficking involves tens of millions of victims and hundreds of billions of dollars, with a presence in every continent on earth.

The launch of the book aims to heighten awareness of this dark industry, so together we can play a part in dismantling it.

An estimated 40.3 million people are victims of human trafficking

Human trafficking is a \$150 billion global industry

The majority of trafficking victims are girls and women

One in three trafficking victims are children

Human trafficking transactions exceed the sales of illegal firearms

A child is sold for sex up to 30 times per day

You can make a real difference

The more support gathered for this campaign, the bigger its impact.

Every single person can make a difference, and there are multiple ways you can get involved:

1. Cover the story and help spread the word

Puja Shah is ready to work with you on feature articles, interviews, discussion panels, or other forms of content for your media platform.

2. Join the *For My Sister* mailing list

As a member of the mailing list, you'll receive periodical emails with news, event invites, and other updates related to the book and its mission.

Reach out and sign up at [**www.formysisterbook.com**](http://www.formysisterbook.com)

3. Check out the NGOs:

If you'd like to volunteer your time or resources in any capacity, please visit the websites of the NGOs we are inspired by:



www.OasisIndia.org



www.CRY.org



www.ourrescue.org



www.deliverfund.org

Frequently Asked Questions

Puja Shah answers questions on the mission, narrative, and inspiration behind *For My Sister*

Q. Is *For My Sister* based on a true story or a personal experience?

A. The novel is a work of fiction, but its themes and sources of inspiration are real. The narrative draws on my own experiences of growing up in Indian culture, and my philanthropy work with underserved women and children around the world, to paint an authentic picture of what human trafficking victims in India go through: and the coping mechanisms they adopt to retain their humanity, their spirit, and to survive long enough for a chance at freedom.

Q. What is the goal you aim to achieve with the novel?

A. The first goal is awareness. By that I mean a deep and nuanced awareness of how human trafficking really works, and the impact it has on its victims. Most people have a vague idea that human trafficking happens: but many think of it as only a “third world problem”, and few realize that it’s getting worse in every country, with an increasing percentage of victims being women and children.

The follow-through goal after awareness is giving people a way to take action. This is why the book launch is inspired by various organizations working to end human trafficking. I’ll be hosting various online events, fundraisers, and book signings aimed at bringing awareness to these organizations through the preorder and launch periods, and I hope to rally as much support as possible.

Q: What does the title *For My Sister* mean to you?

A. It’s clear that the novel shines light on Amla and Asya’s bond, and their journey of returning to each other: but there is more to the title than just that. As a young adult, I read Wally Lamb novels that deepened my fascination with twins. A twin psychology expert I interviewed during the novel explained the possible intuitive bond between twins, which I portray when the sisters are separated. The twin bond is even stronger than regular siblings, like my own close relationship with my sister which allowed me to dive into understanding that relationship. Twins have been reported to feel their sibling’s pain, even when apart. When it came to Amla and Asya, I wanted to portray the strength sisterhood can have in times of darkness.

Q. The novel presents poetry, meditation, sisterhood, and romance as lifelines in an unforgiving world. What inspired that narrative choice?

A. For me, writing has always been my passion. As a first born and first generation child though, passion was not something we spoke about as a family. There were three career tracks that my parents found worthy, the ones that got them and immigrants like them out of India and to America. Ironically, while living in “the land of opportunity” it was not easy for them to assimilate, to be treated with the same respect as white Americans. They fell on their education as dentists as their lifeline to build a life for their extended family and children and to gain respect as foreigners. They led me to follow their footsteps, the only ones they knew of.

Like Asya felt about poetry, writing was my heartbeat and I continued to do so, ultimately finding myself becoming an author despite a long career in public health. Like Amla felt she just had to go against the grain and listen to her inner voice, I too understood that when making a career change. What got me there was meditation, I believe this introspection and drive is what gains freedom: firstly from slavery like Asya and Amla achieve in the novel, but also symbolically, from a life without passion or purpose. To portray that girls who are taken from their normal lives have this beating inside them too, shows the reality of why it’s important to bring awareness to end trafficking of girls who have dreams just like all of us.

Puja Shah is available for follow-up questions and interviews. She can be reached at:

www.formysisterbook.com

Puja Shah

Author



I believe in the magic of a good story. I also believe in the power of connection.

As I meditate, I connect with myself, others, and the world at large. As I write, I unleash my creativity towards awareness on topics that can inspire change.

*The widespread threat of human trafficking, including of women and children, is one such issue in urgent need of change: and this is what I chose to focus on in my debut novel, **For My Sister**.*

As a first generation immigrant, much of my journey blended both my worlds, the East and the West. I was two months premature in Queens, N.Y., where doctors told my parents I wouldn't survive. It was through the power of sanskrit mantra, their prayers or *puja*, that I was named.

I grew up to defy teachers who questioned my English skills by winning numerous poetry and short story awards. As an avid reader, I spent my teen years exploring New York City for poetry slams and book readings. The books I was drawn to were ones that explored social injustice. *The Bluest Eye*, *Black Boy*, and *A Fine Balance and Midnight's Children* were just a few that adorned my young adult bookshelf.

While I hold a graduate degree in dental medicine from Tufts University, I have also taken three yoga teacher trainings, and countless courses in various forms of yoga, meditation, and ancient wisdom. It was through meditation that I found courage to pursue my passion for writing, and to share my voice through fiction, guided meditation, and spoken word poetry.

Upon moving to California, I served on the board for a children's cause nonprofit in San Diego for seven years. I also spent time volunteering in Uganda, India, and Mexico with organizations focused on children's rights. These journeys were where my inspiration to advocate for the underrepresented voice of the girl child came from.

www.formysisterbook.com