

[Insert Headline Here]
Handheld Novelist:
Author Publishes First Book Ever Written on Mobile Phone

[Location of press release origin] Raleigh, N.C. – *[Date of release]* June 19, 2007 – *[The first paragraph is for the who, what, when, where, how, and why]* Italian author Robert Bernocco has astounded the literary world by writing his first book completely on a mobile phone and publishing it on Lulu.com, the online marketplace for digital content.

[Second paragraph contains more detail, remember to write in third person- indicates a news feel instead of personal.] Mr. Bernocco seized the opportunity to use his idle time while commuting to and from work by train, writing his 384-page sci-fi novel “Fellow Travellers” on his Nokia 6630 phone, using the T9 system.

[Third paragraph is a great section for a quote. Attribute the source and make sure that it ties in well with your book] Cristel Lee Leed, comments: “We live in an age when individuals are strapped for time due to work and family commitments, and this can often stifle creativity. Mr. Bernocco is a great example of the type of author we often encounter on Lulu – he has not only been creative with what he has written but also with how he has written it!”

[The later paragraphs are to give more interesting information about the book] By dividing his manuscript into short paragraphs and saving them on his mobile phone, Mr. Bernocco would then download them to his home PC for proofreading and editing. The book took him 17 weeks to write.

Mr. Bernocco says: “Only a few years ago I would have struggled to find both the time and the publisher to enable me to create this book. Thanks to my Nokia and Lulu I am now proud to be a published author.”

[The last paragraph should include where and how to find your book. This is a great place to link to your Lulu storefront] Although the book is titled “Fellow Travellers,” it is actually set in the future and is not about the fellow commuters that Mr. Bernocco shares his train journey with each day!

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[Include an About Lulu section, please do not alter]

Lulu.com: Lulu.com is the premier marketplace for digital content on the Internet, with over 300,000 recently published titles, and more than 4,000 new titles added each week, created by people in 80 different countries. Lulu is changing the world of publishing by enabling the creators of books, video, periodicals, multimedia and other content to publish their work themselves with complete editorial and copyright control. With Lulu offices in the US, Canada the UK and Europe, Lulu customers can reach the globe.

[Include an About the Author section]

Robert Bernocco is 40 years old and works in IT in Piedmont, northern Italy. He lives near Cuneo in Italy with his wife and son. His book can be found at <http://www.lulu.com/content/647355>.