

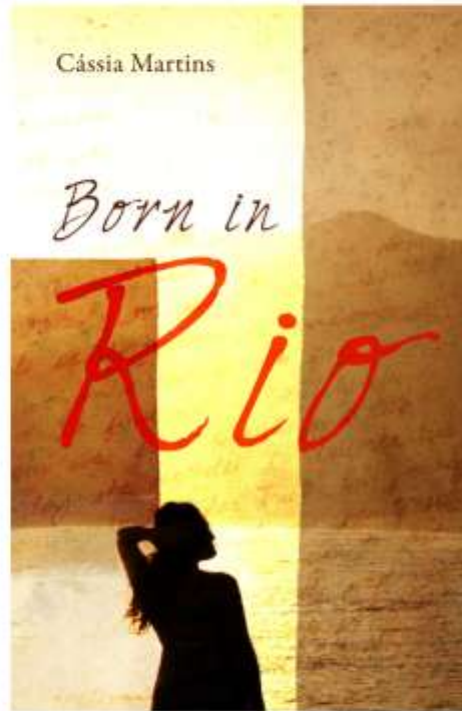
**KIRKUS
REVIEWS**

San Francisco
Book Review



*Discovery
Awards*

Because it's who reads your
book that really matters!



MIAMI'S
**COMMUNITY
NEWSPAPERS**
YOUR LOCAL CONNECTION



YAHOO!
NEWS



Gazeta
Brazilian News

Books & Books
CORAL GABLES | GRAND CAYMAN
MIAMI BEACH | BAL HARBOUR SHOPS

 **Wharton**
UNIVERSITY OF PENNSYLVANIA



WHARTON
MAGAZINE

RECORD

ACONTECE
Magazine
Cultura, Lazer, Entretenimento & Turismo

**SOCIAL FLORIDA'S
GUIDE**

Sacramento
Book Review





“Martins effectively captures life in Brazil’s most famous city.”

“A colorful story of personal growth that ripens in Rio.”



★ IndieReader

If you saw it here, you read it first.



DISCOVERY AWARDS
Because it's who reads your book that really matters!

“... beautifully written first effort.”

★★★★ - 4 stars!

“... a strong pick for contemporary fiction collections.”



“...a well-written novel of growth, forgiveness and new beginnings, with the added bonus of the Brazilian setting!”

**★★★★
4 stars!**

San Francisco
Book Review

**Sacramento
Book Review**





Table of Contents

Kirkus Review	5
Publishers Weekly	6
Indie Reader	7
USA Today	8
Indie Discovery Awards	9
Gazetta Brazilian News	10
Social Florida's Guide	11
Books & Books Launch Event	12-15
Community Newspapers	16
San Francisco Book Review	17
Acontece Magazine	18
Pincrest Tribune	19
Sacramento Book Review	20
TV Record USA	21
Wharton Magazine	22
Yahoo News	23
Midwest Book Review	24
SFG Spotlight Feature Story	25
Book Signing Press Coverage	26
Miami Book Fair International	27
Miami Public Library	28
Press Awards	29



amazon.com®



4.5 stars!

Quotes from Reviews:

“This is a truly captivating story of life-upheaval and challenge, as well as self-discovery and peace. Beautiful and brave, I highly recommend it.”

“This book was written straight from the heart and is so inspiring from start to end.”

“It's amazing how reading "Born in Rio" in addition to reading a beautiful story of courage; this book transports us into a Cidade Maravilhosa!”

“I really enjoyed the story. It was one of those books that I just could not put down. Definitely worth the purchase!”

“Debut novelist, Cassia Martins, has certainly written a great book and I for one will be lining up to read her next story.”

“Cassia is a very talented young author. Her first book is a well developed plot, intelligent, with a steady rhythm. Set in the charming city of Rio de Janeiro, leading the reader to a thrilling end.”

“Bravo! Bravo! Bravo!”

Reviewed by Kirkus Reviews, March 15, 2012



KIRKUS REVIEWS Sign up for our free email newsletter [Login with Facebook](#) [Login](#) [Register](#)

Home Books Blogs Lists Magazine Indie Author Services Follow us: [Twitter](#) [Facebook](#) [RSS](#)

home > books > indie > born in rio ★ For books of remarkable merit, look for the Kirkus Star.

Browse Books

- Biography & Memoir
- Business & Economics
- Children's and Teen
- Current Affairs
- Entertainment & Sports
- Essays & Anthologies
- Fiction & Literature
- Food & Cooking
- Graphic Novels & Comic Books
- Health & Medicine
- History
- Horror
- Indie
- iPad Book Apps
- Mystery & Crime
- Nature & Travel
- Psychology
- Religion
- Science & Technology
- Science Fiction & Fantasy
- Social Sciences
- Thrillers
- True Crime

BORN IN RIO

By *Cássia Martins* (Author)

In her debut, Martins offers the warm story of a woman's return to the homeland she left as a child. [Read full review](#)

Buy this book from:

- Amazon
- Barnes & Noble
- Local Bookseller

Save for later:
 Add to my list

[Tweet](#) 1
[Like](#)
[Email](#)
[Pin it](#)
[Print](#)

Similar books suggested by our critics:

- HOW THE GARCIA GIRLS LOST THEIR ACCENTS**
by Julia Alvarez
- EAT, PRAY, LOVE**
by Elizabeth Gilbert
- THE MEANING OF CONSUELO**
by Judith Ortiz Cofer

Selected and Reviewed by Publishers Weekly, April 9, 2012



REVIEWS | BESTSELLERS | BLOGS | NEW TITLES | THE ROUNDUP

SUBSCRIBE: PRINT + DIGITAL | LOGIN | E-NEWSLETTERS



SUBSCRIBE

REGISTER NOW!

HOME | INDUSTRY NEWS | BOOK NEWS | CHILDREN'S | DIGITAL | INTERNATIONAL | AUTHORS | LIBRARIES

Search

FALL 2012 ANNOUNCEMENTS: ADULT AND KIDS | SUMMER BOOKS | PW SELECT + VOOK | ON-SALE CAL | TIP SHEET | WEBCASTS | \$18.95 MONTHLY SUBS

HOME -> REVIEWS

FICTION | NONFICTION | CHILDREN'S | RELIGION | AUDIO | COMICS | WEB-EXCLUSIVE | PW-SELECT | SEARCH

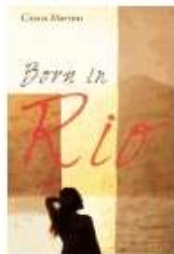
Fiction review [\[more/search\]](#)



Be the first of your friends to like this.

Born in Rio

Cássia Martins. CreateSpace (www.createspace.com), \$17.50 paper (330p) ISBN 978-1-4664-4179-8



After her mother's death, 37-year-old Rita leaves Manhattan and her lucrative job on Wall Street and returns home to Rio de Janeiro, where she will attempt to find herself and confront her past. Martins effectively captures life in Brazil's most famous city--ably rendering Carnival, the beaches, and the people--

Reviewed on: 04/09/2012

Born in Rio.

Cássia Martins. CreateSpace, \$17.50 paper (330p), ISBN 978-1-4664-4179-8
www.borninrio.com

An engaging and heartwarming story about Rita, a driven New York banker who embarks on a journey to discover an unforeseen and life-changing reality in Brazil.

More about:

- [C Ssia Martins](#)
- [978-1-4664-4179-8](#)
- [Createspace](#)

Reviewed and Recommended by Indie Reader, April 23, 2012



★ IndieReader

The essential consumer guide to self-published books and the people who write them.

HOME FEATURES COLUMNS AUTHORS BOOK REVIEWS ABOUT

Born in Rio by Cassia Martins

[Book Reviews](#), [eBooks](#), [Fiction](#), [IR Approved](#), [Literary Fiction](#) • IR Staff • Apr 23, 2012

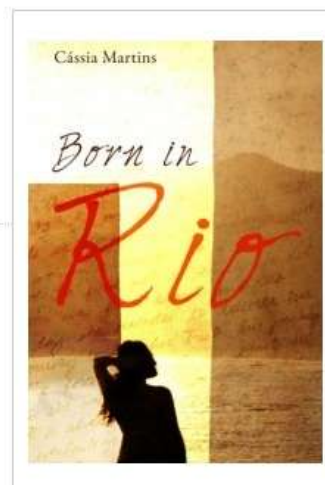


Verdict: *A surprising development near the end of the book seems perfectly logical and leads to a satisfying conclusion for this beautifully written first effort.*



Ten year old Rita Ray is uprooted by her mother, Maia, from their home in Brazil for a new life in Florida. Rita works hard, gets a degree and becomes a successful banker in New York. She seldom dates and keeps everyone at a distance, including her mother, until

the day she gets a call informing her that Maia is dying from cancer. Rita, now 37 years old, rushes to the hospital, anxious to make up for her fifteen years of absence. The reunion is not to be.



Recommended by the USA Today Books, May 11, 2012



May 11, 2012

IndieReader.com recommends some indie-pubbed e-books

[Comment](#) [Recommend](#) 75 [Tweet](#) 75 [Share](#) [More](#)

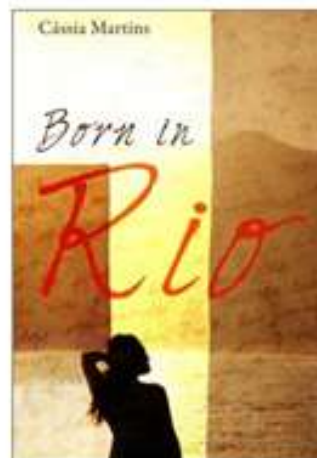
6:00 PM
[Comments](#)

By [Joyce Lamb](#), USA TODAY

Website [IndieReader.com](#) offers recommendations for indie-published e-books that the site's reviewers have declared are pretty great.

Born in Rio by Cassia Martins (99 cents)

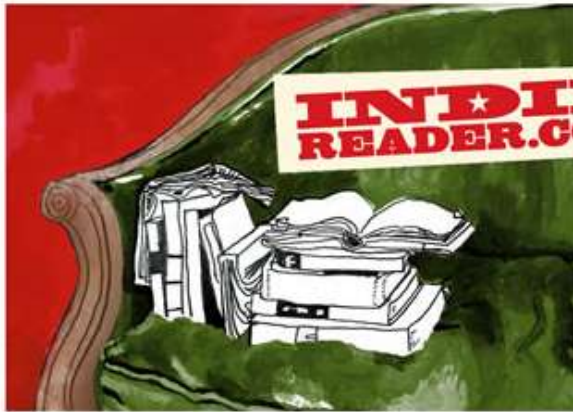
Ten-year-old Rita Ray is uprooted by her mother, Mala, from their home in Brazil for a new life in Florida. Rita works hard, gets a degree and becomes a successful banker in New York. She seldom dates and keeps everyone at a



[Caption](#)

Finalist of the Indie Discovery Awards at the Book Expo America in NYC, June 4, 2012

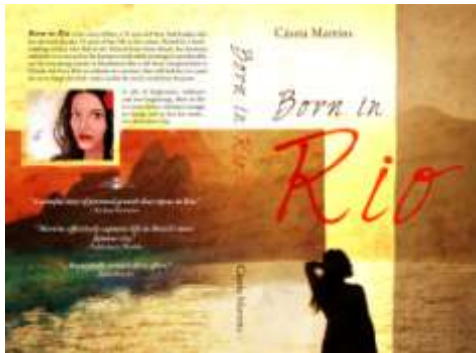
Announcing the First Annual



DISCOVERY AWARDS

Because it's who reads your book that really matters!

The IndieReader Discovery Awards will put your book into the hands of some of the most powerful people in publishing today. [Enter Now »](#)



Featured on Gazeta Brazilian News,

August 2 – 8, 2012



Semana de 2 a 8 de agosto de 2012 | Gazeta Brazilian News

Brasileira lança livro "Born in Rio" nos Estados Unidos



Cassia é radicada nos EUA e escreveu a obra enquanto passou um ano no Brasil.

Nascida em Petrópolis (RJ), Cassia Martins, além de ser formada em Economia e Relações Internacionais, com MBA em Marketing e Empreendedorismo e artista plástica, sempre gostou de escrever.

Mesmo morando nos Estados Unidos desde criança, Cassia uniu sua paixão pela escrita à paixão pelo Rio de Janeiro e foi daí que surgiu o livro: Born in Rio.

A obra conta a história do personagem

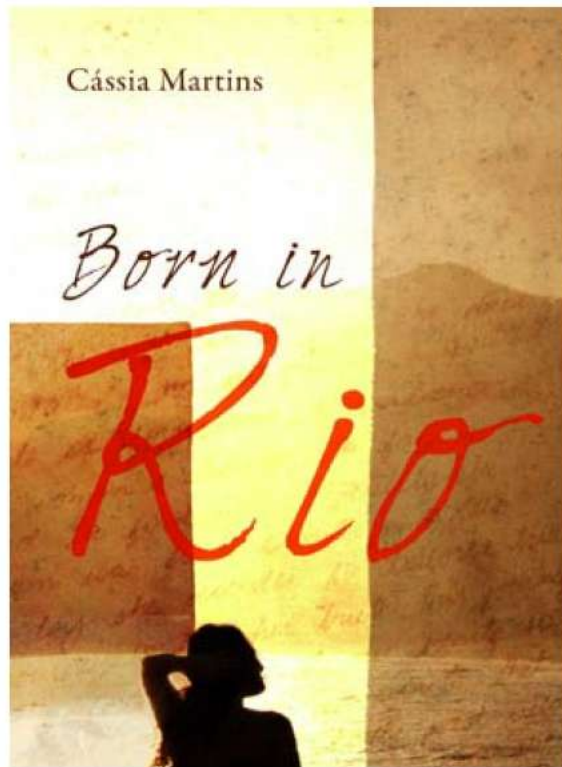
Rita Ray, uma imigrante brasileira que chegou, aos 10 anos, aos Estados Unidos, depois de uma fuga com a mãe, sem saber o por quê. Além desse mistério, um acontecimento muda o curso de sua vida.

O livro "Born in Rio" é baseado em fatos reais e foi concebido em nove meses, durante o ano em que a autora, que atualmente vive em Miami, decidiu voltar para a terra natal, depois de 15 anos.

"Além de escrever uma história envolvente e emocionante sobre a busca de uma mulher para descobrir suas raízes, eu busquei captar a cultura e energia do Brasil, onde a trama se desenrola", conta Cassia. "O meu objetivo foi escrever uma bonita estória de coragem e, ao mesmo tempo, falar sobre a história do Brasil, contar sobre as pessoas, seus costumes. Me concentrei em mostrar o que faz o Brasil ser um lugar tão especial e o que faz o Rio de Janeiro ser uma Cidade Maravilhosa. Eu quis mostrar a alma dessa cidade", completa.

A obra já recebeu elogios de respeitados nomes da indústria literária americana, como Kirkus Reviews, Publishers Weekly, o website Indie Reader, além de ter recebido destaque na página de indicação de livros do "USAToday". Cassia ainda foi finalista no Indie Discovery Award, realizado em junho, durante o Book Expo America - maior feira de livros dos EUA, em Nova York.

Featured on Social Florida's Guide Magazine, September/October Issue, 2012



LAST LOOK!

it shows an inspiring one as well. It captures the pain of discovering family secrets but also the hope of a new beginning once one comes to terms with the past. As stated in its Kirkus review, it is "a colorful story of personal growth that ripens in Rio."

Cássia not only drew from her many experiences growing up as a Brazilian-born woman in the United States for plot ideas, but she also drew on her business background to publish *Born in Rio*. She wrote the story in nine months and published it through Amazon's platform for independent authors, CreateSpace. "Since the start, this project was my business plan. I handled both creative and managerial aspects of the book. I knew there was a market for it; as long as I developed a good product. So far *Born in Rio* has pleased its readers," she said.

Cássia will present her work at Coral Gables' Books & Books store for a book signing event on September 29th at 7pm and at the Miami International Book Fair in downtown Miami on November 18th. The book can be found at www.borninrio.com.

AFTER A GREAT MEAL, NOTHING IS BETTER THAN TO SIT DOWN AND RELAX. TRY RELAXING WITH OUR SFG RECOMMENDED BOOK, *BORN IN RIO* BY CÁSSIA MARTINS. WITH MIAMI'S INCREASING BRAZILIAN POPULATION, SFG PICKED A BOOK THAT RELATES BOTH WORLDS, MIAMI AND BRAZIL. AUTHOR AND WHARTON MBA GRADUATE CÁSSIA MARTINS GREW UP IN BRAZIL BUT SPENT MOST OF HER ADULT LIFE IN THE MIAMI.

Born in Rio tells the story of Rita Ray, a driven New York banker who goes back to Brazil to discover what drove her mother to immigrate to the United States with her as a child. While *Born in Rio* is a fiction novel, it is based on real accounts, such as Martins' own experiences of returning to her birthplace.

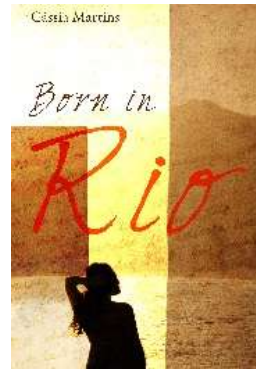
Many can relate to the main character of the book, a working woman in her mid-thirties in search of herself. "I wanted to write a moving story of courage while depicting the soul of Brazil," said the author. The book has a serious, sad side, but



Launch of *Born in Rio* in Books&Books stores
with a book signing event hosted by the author
Cassia Martins

September 29, 2012

BOOKS & BOOKS









Featured on Community Newspapers,

October 2 – 15, 2012

SERVING MIAMI-DADE COUNTY SINCE 1958

Community Newspapers

OCTOBER 2 - 15, 2012

Local novelist wants readers to learn about Rio de Janeiro

BY LINDA RODRIGUEZ BERNFELD

In two years the World Cup will take place in Rio de Janeiro and two years later the Olympic Summer Games. Before then, Cassia Martins wants people to know her city so she wrote a novel called *Born in Rio*.

I really wanted to show the world what makes Rio such a special place, Martins said.

She said the novel is a story of personal growth that develops in Rio.

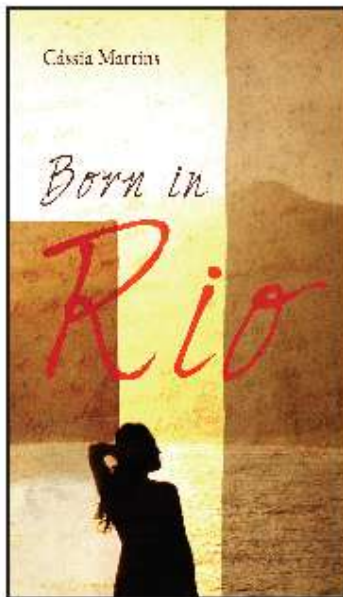
I think a lot of it has a lot to do that I lived most of my adult life out of Rio, she said. I wanted to write an engaging story and take people through this journey of my main character, Rita.

Rita is a banker in New York who leads a hectic lifestyle. She's lived in the Big Apple for 15 years when suddenly something happens to her mother.

She had an estranged relationship



Cassia Martins is pictured in front of the famous landmark statue in Rio de Janeiro.



(with her mom), Martins said. She was drawn to come back to Florida.

Unfortunately the events don't turn out well. When Rita finds a box of letters about her mother, what she learns takes her back to Rio.

In writing *Born in Rio*, Martins wanted to take people to Brazil and through its customs. Although she has lived most of her adult life in the U.S., she loves her native Brazil and wants her readers to love it as well.

I really worked very hard in showing the soul of Brazil, Martins said. This was one of the main reasons why I wrote the story. I wanted people to see Brazil. The main character was born there but left. She sees Brazil through foreign eyes.

Martins returned to Rio to write the book. She graduated from Boston University and has an MBA in marketing. When she was working on her application for Wharton School of Economics at Penn, she said it made her think about where she was and what she wanted out of life.

That's when I first started thinking about the story, Martins said. When I graduated, I had the story shaped. Then it was a matter of taking the time to write it and I wrote it in nine months.

Her process was to write 700 words a day.

I was very structured. Sometimes the words were not good, but still I did it. I learned to respect myself in terms of how far I can go and how I can respect myself.

It wasn't always easy. The days she had writer's block were tough but she tried to relax and focus on something else.

But when I least expected it, the words would come to me, she said.

Once *Born in Rio* was completed, she began the process of self-publishing. She chose to use Amazon's service Create Space because it allowed her to have control over her book.

I really like the process, Martins said. It was able to be out to the public pretty fast after I created the book.

Martins lives in south Miami-Dade. She came to the U.S. as a teen and her family stayed in the Miami area while she went off to get her degrees. She came back to South Florida for her family. These days, she works in finance and spends her spare time promoting her book.

In fact, a signing was scheduled for late September at Books and Books and she will be at the Miami Book Fair International on Nov. 18.

For more information, go to her website at <www.borninrio.com>.

Reviewed by the San Francisco Book Review, October 9, 2012

San Francisco Book Review

San Francisco Book Review

Sacramento Book Review

Licensing Info

Sacramento
Book Review

San Francisco
Book Review

Kids
Book Review

...the central hub for our book reviews.

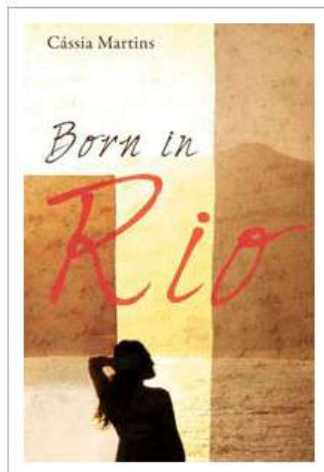
Our Rating System

Giveaways

Born in Rio



Posted in *Popular Fiction* by *editor* - October 09, 2012



Pin It

By: Cassia Martins

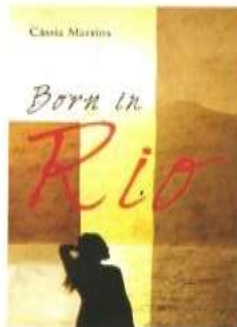
CreateSpace, \$15.00, 330 pages

Brought to America from Brazil at the age of 10, Rita Ray has assimilated and worked her way to a well-paying New York banking career before she turned 40. She has no real personal friendships or long-term relationships with anyone, coming across as cold and unfriendly, but that was a conscious choice, not wanting to have anyone close enough to have to trust them. Unfortunately for her well-ordered world, her mother falls ill in Rita's childhood home in Florida and Rita is called home to help with. Having been physically absent from her mother's life for 20 years, the trip home and reunion with her mother begins Rita's journey to find her roots and history.

Born in Rio is a story of a woman having to face part of her life and herself long since buried. It is a packet of letters discovered in her mother's home that leads Rita back to her birthplace of Rio de Janeiro and opens her family history that she never knew. The story is well crafted, with exceptional detail on the city and culture of Rio, in particular. Rita becomes a likable character over the course of the novel, as the layers of her life peel back. Her quest to find the reasons behind her mother's move to America, and her unknown father, collide in some unpleasant revelations. Rita also begins to open to someone else, a chance meeting with a pleasant man on the plane to Rio. *Born in Rio* is a well-written novel of growth, forgiveness and new beginnings, with the added bonus of the Brazilian setting.

Featured on Acontece Magazine, October 2012

October 2012 Issue



"Born in Rio"

O retorno ao Brasil num romance escrito por Cássia Martins

como as próprias experiências da autora ao retornar a sua terra natal.

"Muitos podem se relacionar com o personagem principal do livro, uma mulher trabalhadora, em seus trinta e poucos anos, em busca de si mesma e de suas raízes. O meu objetivo foi escrever uma bonita estória de coragem e, ao mesmo tempo, falar sobre a história do Brasil, contar sobre as pessoas, seus costumes. Me concentrei em mostrar o que faz o Brasil ser um lugar tão especial e o que faz o Rio de Janeiro ser uma Cidade Maravilhosa. Eu quis mostrar a alma dessa cidade", diz a autora.

Cássia não só se baseou em muitas de suas experiências como uma mulher nascida no Brasil, que cresceu nos Estados Unidos para o enredo da trama, mas ela também usou suas habilidades profissionais em gestão de empresas para publicar "Born in Rio". Ela

escreveu a história em nove meses e publicou-a através da editora da Amazon, a CreateSpace.

"Desde o início, esse projeto foi meu "business plan". Eu administrei ambos os aspectos criativos e os de gestão do livro. Eu sabia que havia um mercado para meu livro, contanto que eu desenvolvesse um bom produto. Até agora "Born in Rio" tem agradado seus leitores", disse ela. "Born in Rio" vem recebendo elogios de respeitados nomes da indústria literária americana.

Além de ter recebido destaque no USA Today, ele também foi finalista no "Indie Discovery Award", realizado dia 4 de Junho no Book Expo America em Nova Iorque. Cássia estará presente na prestigiada Feira Internacional de Livros de Miami, dia 18 de Novembro.

Para mais informações ou saber como adquirir o livro, basta acessar o site borninrio.com

Cássia Martins cresceu no Brasil, mas passou a maior parte de sua vida adulta nos Estados Unidos. Ela acaba de lançar "Born in Rio", no Sul da Flórida, livro resultante de seu retorno ao Brasil. Em 2011, depois de se graduar com MBA da Wharton School of Business, Cássia retornou ao Rio de Janeiro para escrever esse que é seu primeiro romance.

"Born in Rio" conta a história de Rita Ray, uma executiva do mercado financeiro de Nova Iorque que volta ao Brasil para descobrir o que levou a mãe a imigrar para os Estados Unidos com ela quando ainda era uma criança. "Born in Rio" é uma obra de ficção, mas é baseado em relatos reais,

www.Acontece.com
mais visitado e premiado site brasileiro na América

Acontece Magazine | Outubro 2012 | 45

Featured on Pinecrest Tribune,

October 8 – 21, 2012



Local novelist wants readers to learn about Rio de Janeiro

BY LINDA RODRIGUEZ BERNFELD

In two years the World Cup will take place in Rio de Janeiro and two years later the Olympic Summer Games. Before then, Cassia Martins wants people to know her city so she wrote a novel called Born in Rio.

"I really wanted to show the world what makes Rio such a special place," Martins said.

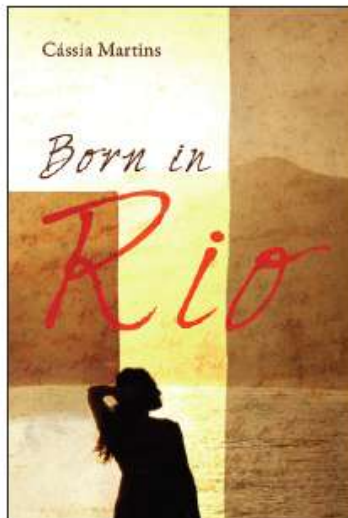
She said the novel is a story of personal growth that develops in Rio.

"I think a lot of it has a lot to do that I lived most of my adult life out of Rio," she said. "I wanted to write an engaging story and take people through this journey of my main character, Rita."

Rita is a banker in New York who leads a hectic lifestyle. She's lived in the Big Apple for 15 years when suddenly some-



Cassia Martins is pictured in front of the famous landmark statue in Rio de Janeiro.



thing happens to her mother.

"She had an estranged relationship (with her mom)," Martins said. "She was drawn to come back to Florida."

Unfortunately the events don't turn out well. When Rita finds a box of letters about her mother, what she learns takes her back to Rio.

In writing Born in Rio, Martins wanted to take people to Brazil and through its customs. Although she has lived most of her adult life in the U.S., she loves her native Brazil and wants her readers to love it as well.

"I really worked very hard in showing the soul of Brazil," Martins said. "This was one of the main reasons why I wrote the story. I wanted people to see Brazil. The main character was born there but left. She sees Brazil through foreign eyes."

Martins returned to Rio to write the book. She graduated from Boston University and has an MBA in marketing. When she was working on her application for Wharton School of Economics at Penn, she said it made her think about where she was and what she wanted out of life.

"That's when I first started thinking about the story," Martins said. "When I graduated, I had the story shaped. Then it was a matter of taking the time to write it and I wrote it in nine months."

Her process was to write 700 words a day.

"I was very structured. Sometimes the words were not good, but still I did it. I learned to respect myself in terms of how far I can go and how I can respect myself."

It wasn't always easy. The days she had writer's block were tough but she tried to relax and focus on something else.

"But when I least expected it, the words would come to me," she said.

Once Born in Rio was completed, she began the process of self-publishing. She chose to use Amazon's service Create Space because it allowed her to have control over her book.

"I really like the process," Martins said. "It was able to be out to the public pretty fast after I created the book."

Martins lives in south Miami-Dade. She came to the U.S. as a teen and her family stayed in the Miami area while she went off to get her degrees. She came back to South Florida for her family. These days, she works in finance and spends her spare time promoting her book.

In fact, a signing was scheduled for late September at Books and Books and she will be at the Miami Book Fair International on Nov. 18.

For more information, go to her website at <www.borninrio.com>.

Featured in the Sacramento Book Review,
Print edition, October 2012

Sacramento Book Review



Book Reviews

Popular Fiction

Born in Rio

By Cassia Martins

CreateSpace, \$15.00, 330 pages,

Format: Trade

★★★★

Brought to America from Brazil at the age of 10, Rita Ray has assimilated and worked her way to a well-paying New York banking career before she turned 40. She has no real personal friendships or long-term relationships with anyone, coming across as cold and unfriendly, but that was a conscious choice, not wanting to have anyone close enough to have to trust them. Unfortunately for her well-ordered world, her mother falls ill in Rita's childhood home in Florida and Rita is called home to help with. Having been physically absent from her mother's life for 20 years, the trip home and reunion with her mother begins Rita's journey to find her roots and history.

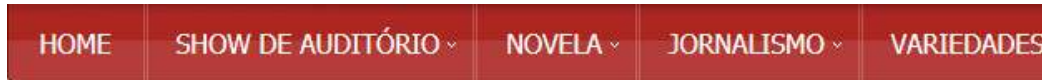
Born in Rio is a story of a woman having to face part of her life and herself long since buried. It is a packet of letters discovered in her mother's home that leads Rita back to her birthplace of Rio de Janeiro and opens her family history that she never knew. The story is well crafted, with exceptional detail on the city and culture of Rio, in particular. Rita becomes a likable character over the course of the novel, as the layers of her life peel back. Her quest to find the reasons behind her mother's move to America, and her unknown father, collide in some unpleasant revelations. Rita also begins to open to someone else, a chance meeting with a pleasant man on the plane to Rio. *Born in Rio* is a well-written novel of growth, forgiveness and new beginnings, with the added bonus of the Brazilian setting.



Featured on TV Record USA and Record Magazine,



October 2012



Livro conta a história de uma carioca que cresceu nos EUA

por: Larissa Piazzzi



Praia e carnaval? Para Cássia Martins o Rio de Janeiro é muito mais que isso. E é exatamente disso que se trata seu primeiro livro. Publicado pela editora Amazon, *Born in Rio* já vendeu mais de 2 mil cópias e conta uma história que pode parecer familiar a muitos imigrantes brasileiros na terra do Sam.

A protagonista do livro, Rita Ray, deixou o Brasil ainda criança e se mudou com sua mãe aos Estados Unidos. Duas décadas depois, ela decide regressar ao lugar onde nasceu, Rio de Janeiro, e desvendar segredos do seu passado. Misturando história e ficção, *Born in Rio* faz com que os leitores viajem pelo Rio de Janeiro

“Eu quis mostrar o que faz o Brasil ser esse lugar tão especial para os brasileiros e para todos aqueles que vão para lá”

Featured on The Wharton Magazine, Fall 2012



CURRENT ISSUE

DEPARTMENTS

WEB EXCLUSIVES

BLOG NETWORK

HOME > HOME > ARTICLES > FALL 2012 > THE BOOKSHELF

✓ Like You and 10 others like this.

THE BOOKSHELF

Posted October 23rd, 2012

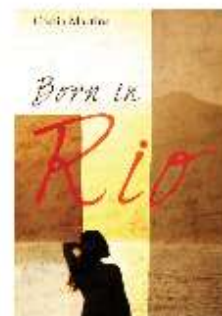
Alumni News • Debrief

Just a few of the newer books on the market written by Wharton alumni.

Born in Rio

BY CÁSSIA MARTINS, WG'10

In her first novel, Martins depicts a hardworking New York banker who unexpectedly returns to her roots in Rio de Janeiro, Brazil. While in the *Cidade Maravilhosa*, the protagonist's life is further changed by the discovery of her unknown past. Grounding her work in reality, Martins is a native Brazilian who also decided to return home, where she currently tries to converge her interests in business and art.



Featured on Yahoo News, October 27, 2012



YAHOO! NEWS

HOME U.S. WORLD BUSINESS ENTERTAINMENT SPORTS TECH POLITICS SCIENCE HEALTH

News Search Videos Photos #Hashout Trending Now Upgrade Your Life Weather

Discover Yahoo! With Your Friends
Explore news, videos, and much more based on what your friends are reading and watching. Publish your own activity and retain full control.

Login with Facebook

Local novelist wants readers to learn about Rio de Janeiro

communitynewspapers.com – Sat, Oct 27, 2012

Email Share Recommend 20 Tweet 4 Share Print

Local novelist wants readers to learn about [Rio de Janeiro](#) By Linda Rodriguez Bernfeld Date posted: October 27, 2012 E-mail Print In two years the World Cup will take place in Rio de Janeiro and two years later the Olympic Summer Games. Before then, Cassia Martins wants people to know her city so she wrote a novel called *Born in Rio*. "I really wanted to show the world what makes Rio such a special place," Martins said. She said the novel is a story of personal growth that develops in Rio. "I think a lot of it has a lot to do that I lived most of my adult life out of Rio," she said. "I wanted to write an engaging story and take people through this journey of my main character, Rita. Rita is a banker in New York who leads a hectic lifestyle. She's lived in the Big Apple for 15 years when suddenly something happens to her mother. She had an estranged relationship (with her mom)," Martins said. "She was drawn to come back to Florida." Cassia Martins is pictured in front of the famous landmark statue in Rio de Janeiro. Unfortunately the events don't turn out well. When Rita finds a box of letters about her mother, what she learns takes her back to Rio. In writing *Born in Rio*, Martins wanted to take people to Brazil and through its customs. Although she has lived most of her adult life in the U.S., she loves her native Brazil and wants her readers to love it as well. "I really worked very hard in showing the soul of Brazil," Martins said. "This was one of the main reasons why I wrote the

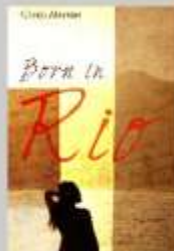
**Reviewed by the Midwest Book Review and
recommended on Reviewer's Bookwatch,
November, 2012**



**Book Reviews, Book Lover Resources, Advice for
Writers and Publishers**

Home / Reviewer's Bookwatch

Born in Rio
Cassia Martins
CreateSpace
100 Enterprise Way, Suite A200
Scotts Valley, CA 95066
wwwcreatespace.com
9781466441798, \$17.50, www.borninrio.com



Our parents often hold secrets about us that we never know until it's too late. "Born In Rio" is a novel following middle aged Rita, who discovers her origins from her mother who gave so much to her. Weighted by her current life, she breaks from it to find out what her mother held in her pass, and learns much about life and sees what her mother left behind in Brazil. "Born In Rio" is a strong pick for contemporary fiction collections.

Featured on the Art Special Issue of SFG

November/ December Issue, 2012



NEIGHBORHOOD SPOTLIGHT

Cassia Martins

Art from the Heart



by Levi Matthews

"Just as we are creations, we are meant to create."



Miami-based artist and Brazilian writer Cassia Martins is raging a quiet storm in Miami fueled by her belief in art as a motivational force and a method to connect others. With the emergence of her art and the release of her new book, "Born in Rio," she may just bring back hurricane season.

Like many great things, Cassia Martins' self-reflecting artistic journey can be traced back to her beginnings in the city of Petropolis. Growing up in Brazil, she was exposed to art from many different artists. Her mother, who is also an artist and actress, served as a guide and introduced her to dance, music, and sketching as well as many other art forms and mediums. This caused her creative senses to grow rapidly. She took her knowledge with her to the U.S. at an early age and settled in Miami before attending college in Boston and Philadelphia. After spending so much time away she finally returned to her motherland, where she wrote "Born in Rio," which has been given five stars on Amazon. In this beautiful read, Rita, a

New York banker, undergoes a much needed transformation from a cold-hearted loner to a warm-hearted woman by returning to her homeland. Though the book is not an autobiography, some events from the book have been inspired by Martins' own life. The fact that people can relate to her book and can enjoy the story being presented is a testimony to her belief that our "creations" bring us together. This book even became a finalist of the Indie Discovery Award at the Book Expo America, no meaningless feat. Becoming a finalist along with the good reviews given by Amazon, Indie Reader, and Publishers Weekly has boosted her presence in the eyes of the press and has readers curious to see what kind of world is hidden behind the pages of her book.

Martins' book isn't the only form of self-expression that she indulges in. Her paintings are also filled with a wonderful array of pieces from her own personality. From works with hidden dedications to small additions of her favorite color, Martins' personalizes

her art in a way that her presence is always present but never imposing. The goal she has for every painting is a humble one, and greatly achieved in her latest self portrait, "The Belly Dancer." This piece not only captures Martins' physical image but gives us a look at her love for dance as well as instilling the feeling of a fiery passion that Miami brings out in people.

Miami is one of the forerunners in popular culture and this fresh breath of Brazilian air is what it needs to keep up with the times. Martins is one of the few artists who create solely for connecting with others instead of creating solely for profit. She has an ethereal work ethic that will command attention in this land of opportunity. When you take an environment such as this and cross-pollinate it with an innate Brazilian zeal, you end up with a beautiful flower like Cassia Martins.

TO KNOW MORE ABOUT HER BOOK GO TO WWW.BORNINRIO.COM

Special Coverage of Book Signing Event

November/ December Issue, 2012



CASSIA'S BOOK SIGNING



Alexis Weinberg, Cassia Martins and Sal Rio



Jesus Galendez, Alessandra Marzano and Jesse Sanchez



Marcela Tabares, Korin Castro, Alessandra Marzano and Michelle Silva



Cassia and April Nair

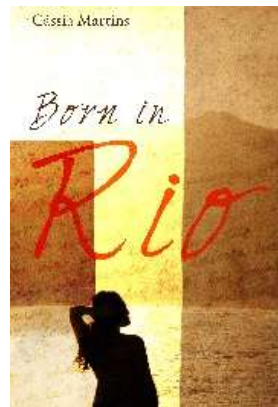


Left: Born in Rio book cover
Bottom: Cassia Martins



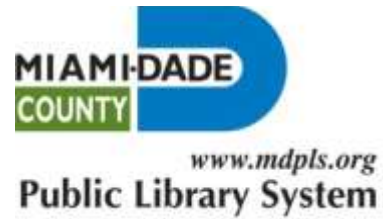
Author Cassia Martins is featured at the Miami Book Fair International

November 18, 2012



Cassia Martins presents Born in Rio in the Miami Library system and the Brazilian Cultural Center

December 1, 2012



Cassia Martins is nominated for the Brazilian International Press Awards 2013 for Literature

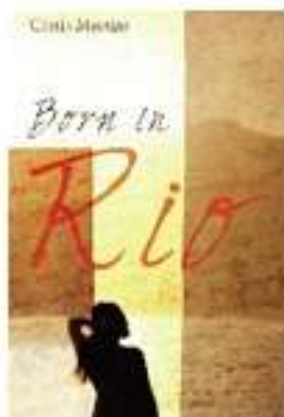
December, 2012



Brazilian International
PRESS AWARDS
Estados Unidos - Reino Unido - Japão



*Nominated for the
award in Literature*



**Cassia Martins is a finalist for the Literature
Award at the Brazilian International Press
Awards**

February, 2012

