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**News from T H R E E N O R W E G I A N S**

FOR IMMEDIATE RELEASE

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**NEW CHILDREN’S BOOK GIVES READERS MORE THAN JOY**

September 3, 2015, Cincinnati, OH*—*Three Norwegians announces the launch of *Inspector Dewey* written by Kristen Heimerl and illustrated by Irene Bofill.Based on a true story, *Inspector Dewey* is a silly, page-turning tale of mystery and adventure, daring and determination, and the comfort of home and family. When an unexpected intruder stumbled into Heimerl’s life two years ago, she turned the unusual event into an irresistible story idea. For the next several months, she worked with editors, researched publishers, and united the most amazingly talented creative team from around the world to bring her first book to life.

I didn’t set out to be a writer, says Heimerl. I set out to be a creator, a builder, and an example. I wanted to build a brand and a business with giving at its core. Lofty, I know, but I wanted to advance a culture of giving and make philanthropy accessible to the proverbial “everyman” by creating an affordable, common product that gave more than just functionality and joy to its users.

And I wanted my level of giving to set an example of giving to others. In short, I wanted it “to hurt” personally—that is, to give at a level that was uncomfortable for even me, a well-trained corporate wonk. So I researched the percentage of profits allocated to charitable causes by our nation’s “most giving” corporations, and I doubled it (and then some!) for my book.

Fifty percent of the profits from the sale of each book will fund veterinary care for pets whose families are in financial need, so that the animals can remain in their homes and out of the shelter system. Beginning in October, Heimerl is collaborating with literacy nonprofit Reach Out and Read’s Ohio Initiative to host “Inspector Dewey Day” detective-themed events at several Reach Out and Read pediatric offices and community venues to promote literacy and to inspire a love of reading and books. The events will include spy activities, readings with hand puppets of the book characters, and a LIVE appearance of Inspector Dewey.

*Inspector Dewey* is available online and in bookstores nationwide. For more information, visit [www.inspectordewey.com](http://www.inspectordewey.com), [www.threenorwegians.com](http://www.threenorwegians.com), and [www.reachoutandread.org](http://www.reachoutandread.org).

Publication Date: September 1, 2015

ISBN: 978-1939710-277

$19.99 • Illustrated • 32 pages

11 x 11 hard cover

Published by Orange Frazer Press

**What People Are Saying**

“This book is the very definition of cuteness!”

“Heimerl turned an unusual, true event into an irresistible story idea—and irresistible it sure is!”

“Children and adults both will fall in love with these cats.”

“There are visual surprises on every page.”

**Kristen Heimerl** resides in Cincinnati, Ohio.

Nationwide blog and event tour begins September 1, 2015. Author appearances in Washington DC/Chantilly, VA (Sept. 12, 13), Cincinnati, OH (Sept. 17, 18), Philadelphia, PA (Nov. 21, 22). Go to [www.inspectordewey.com](http://www.inspectordewey.com) for complete calendar of events.

**Media kits, review copies, and interviews available upon request.**

**Request a FREE copy of *Inspector Dewey*, including a paw-signed Certificate of Crime-Stopping Superstardom, for your audience contest today.**

Contact: Kristen Heimerl at 513-593-7575 or kmheimerl@gmail.com