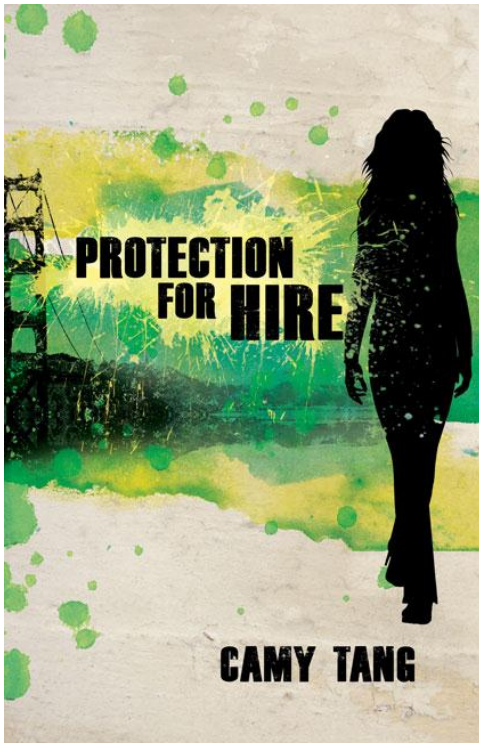




# NEWS

FOR IMMEDIATE RELEASE

**Contact:** Jennifer VerHage  
(616) 698-3331 [P]  
jennifer.verhage@zondervan.com



## ***Protection for Hire*** A Novel

By Camy Tang

An action packed and multi-cultural novel, in *Protection for Hire* by Camy Tang former mob enforcer Tessa Lancaster is sent to prison for a falsely accused murder. Shortly after her release, Tessa is now employed as a bodyguard for wealthy, socialite Elizabeth St. Amant and her son.

Soon problems arise. First, there's Elizabeth's abusive husband whose relentless pursuit goes deeper than mere vengeance. Second, there's Uncle Teruo, who doesn't understand why Tessa's new faith as a Christian prevents her from returning to the Japanese mafia gang. And then Elizabeth's handsome southern lawyer Charles Britton comes into the picture, who Tessa doesn't know is the one who ensured that she did maximum time behind bars.

Now Tessa and Charles must work together in order to protect their client from her spouse who seeks to kill her, while new truths emerge and circumstances spiral to a deadly fever pitch. A romantic read, Tessa and Charles discover the reality of being made new in Christ.

## ***Protection for Hire*** A Novel

By Camy Tang

Zondervan

978-0-310-32033-3

336 pages

\$12.99

Softcover

PUB Date: December 2011

**Camy Tang** writes romance with a kick of wasabi. She belongs to several writers' groups, including American Christian Fiction Writers and Romance Writers of America. She won first place in the Debut Author category and second place in the Chick lit category of the ACFW Book of the Year awards with her novel, *Sushi for One?*. In her spare time, she is a staff worker for her church youth group and leads one of the worship teams for their Sunday service. She grew up in Hawaii and now lives in San Jose, California with her engineer husband.

To learn more, please visit [www.camytang.com](http://www.camytang.com).



**PROTECTION  
FOR HIRE**

**CAMY TANG**

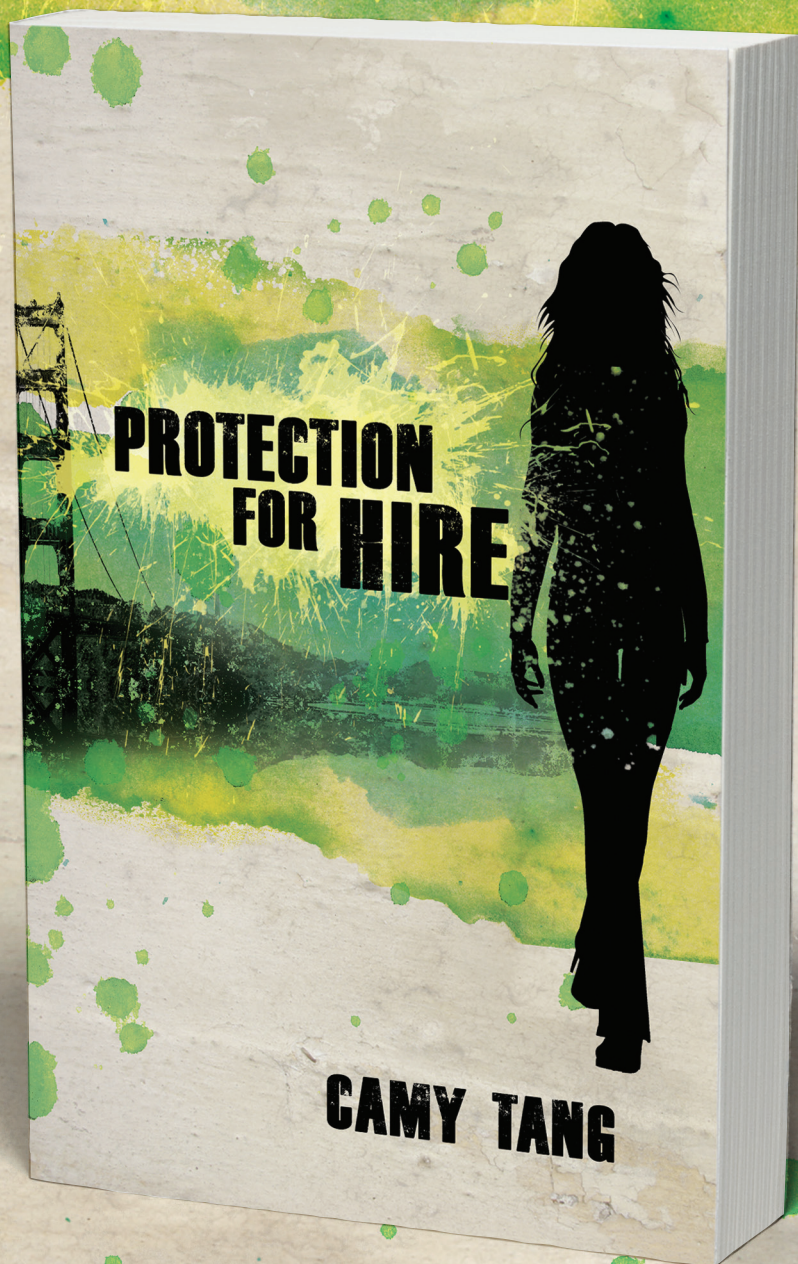


**“A KICK-BUTT NEW SERIES.”**  
**- USA TODAY**

**TESSA LANCASTER'S** skills first earned her a position as an enforcer in her Uncle Teruo's Japanese Mafia gang. Then they landed her in prison for a crime she didn't commit. Now, three months after her release, Tessa's abilities have gained her a job as bodyguard for wealthy socialite Elizabeth St. Amant and her three-year-old son.

But there's a problem or two . . . or three . . . There's Elizabeth's abusive husband whose relentless pursuit goes deeper than mere vengeance. There's Uncle Teruo, who doesn't understand why Tessa's new faith as a Christian prevents her from returning to the yakuza. And then there's Elizabeth's lawyer, Charles Britton, who Tessa doesn't know is the one who ensured that she did maximum time behind bars. Now Tessa and Charles must work together in order to protect their client, while new truths emerge and circumstances spiral to a deadly fever pitch.

Factor in both Tessa's and Charles's families and you've got some wild dynamics—and an action-packed, romantic read as Tessa and Charles discover the reality of being made new in Christ.



**AVAILABLE EVERYWHERE  
BOOKS ARE SOLD**

 **ZONDERVAN**  
 .com



Snap this QR code with your mobile phone to watch a video trailer for *Protection for Hire*. New model phones come with QR readers. If yours doesn't, go to the app store and search QR Reader. Or to view the video trailer visit: <http://zph.com/qr113/>



## **What readers are saying about PROTECTION FOR HIRE by Camy Tang:**

**I have read a lot of Christian fiction and I can't remember one that reads like Camy Tang's Protection for Hire. It is a cross between Alias and Covert Affairs with an overlay of faith!**

**—Connie**

**This book deals with second chances, forgiveness, acceptance. For myself I think this is Camy's best book so far and defiantly in my top ten for the year.**

**—Jenny**

**I enjoy Camy Tang's style of writing, it is easy to follow and her stories flow with characters that are believable and you can relate to their struggles. However, Protection for Hire Camy Tang takes her writing to a whole new level.**

**—Holly Magnuson**

**If you like a thriller with a family oriented, tough-gal, soft-hearted hero, you'll love Camy Tang's PROTECTION FOR HIRE.**

**—Jean Kinsey**

**You simply cannot miss out on a fun reading experience when you choose a novel by Camy Tang. She has a unique flair for creating and plotting that makes every story a fresh experience, and you'll be longing for more.**

**—Deena Peterson**

**I was reminded that God's plans aren't always the same as mine, but that He knows where I am and is faithful to take care of me.**

**—Christie Hagerman**

**The unexpected enchants and enthralls in this insightful story of tradition, challenges, redemption and temptation. Camy Tang has penned a winner!**

**—Vicki Hinze**

**A refreshingly different romantic suspense novel that doesn't sacrifice the suspense for the romance.**

**—C.J. Darlington**

**This book is one I would recommend to anyone, even those who aren't regular Christian fiction readers. Great book!**

**—Michelle L.**

# Protection for Hire

## Marketing Plan

### TARGET AUDIENCES:

Christian woman 32-44, enjoys reading an action-adventure, escapism, book before bed. Wants her books to have a strong Christian message. Purchases most of her books online. She enjoys reading books with a strong female protagonist, reads books by Susan May Warren and Jennie B. Jones and watches TV shows like *Human Target*, *the Mentalist* and *Castle*.

### STRATEGY:

- Generate word-of-mouth buzz by offering target audience an experience with the product and equipping them to tell their friends.
- Encourage and support the marketing efforts of Camy Tang, capitalizing on all opportunities where she will be interacting with consumers.

### TACTICS:

- Online advertising targeting reading groups: Reading Group Choices, Reading Group Guides. Questions for book club discussion. Invitation from the author to speak to book clubs in person or via skype or phone.
- Provide author support with promotional materials including posters, bookmarks and banner ads with online push through Facebook and CamyTang.com
- Influencer and gatekeeper mailing to those individuals that will quickly and effectively spread the word of mouth buzz about the book
- Featured on Zondervan.com home pages: banner ads, blog, twitter, ecard, enewsletter
- Post 1<sup>st</sup> chapter on Scribd
- Activate gatekeeper reach through feature in the library e-newsletter and display at library conventions including ALA, ALA mid-winter, PLA
- Giveaways hosted on GoodReads.com, LibraryThing.com, Amazon Vines Program, FaithfulReader.com
- Promotions with ChristianBook.com
- eBook giveaways of previous books to increase author awareness

### PUBLICITY:

- Advanced reader copies sent out to key trade and long lead publications for book reviews, including: *Publishers Weekly*, *Booklist*, *BookPage*, *Christian Retailing*, *CBA Retailers+Resources*, *Library Journal*, etc.
- Final books will be sent out focusing on key fiction websites and blogs, including: *FreshFiction.com*, *FamilyFiction.com*, *FaithfulReader.com*, *BeliefNet*, etc.



Trade Fiction

## Advance Marketing and Sales Information

**ISBN:** 0310320348

**Title:** *Protection for Hire*

**Subtitle:**

**Author:** Camy Tang

### Author (1) Public Biography

Camy Tang writes romance with a kick of wasabi. She grew up in Hawaii, but now lives in San Jose, California, with her engineer husband and rambunctious mutt, Snickers. In a previous life she was a biologist researcher, but these days she is surgically attached to her computer, writing full-time. In her spare time, she is a staff worker for her church youth group, and she leads one of the worship teams for Sunday service. She belongs to several writers' groups including American Christian Fiction Writers and Romance Writers of America, and she won first place in the Debut Author category and second place in the Chick lit category of the ACFW Book of the Year awards with her novel, *Sushi for One?*.

Website: [www.camytang.com](http://www.camytang.com)

Blog: [camys-loft.blogspot.com](http://camys-loft.blogspot.com)

### Synopsis *[one sentence if possible, including main focus of the book]*

An ex-yakuza assassin released from jail must work with the Louisiana lawyer who helped sentence her to protect an heiress with knowledge of her husband's illegal business deal.

### Description *[100-500 words]*

Tessa Lancaster's skills first earned her a position as an enforcer in her Uncle Teruo's Japanese Mafia gang. Then they landed her in prison for a crime she didn't commit. Now, three months after her release, Tessa's abilities have gained her a job as bodyguard for wealthy socialite Elizabeth St. Amant and her three-year-old son.

But there's a problem or two ... or three .... There's Elizabeth's abusive husband whose relentless pursuit goes deeper than mere vengeance. There's Uncle Teruo, who doesn't understand why Tessa's new faith as a Christian prevents her from returning to the yakuza. And then there's Elizabeth's lawyer, Charles Britton, who Tessa doesn't know is the one who ensured that she did maximum time behind bars.

Now Tessa and Charles must work together in order to protect their client, while new truths emerge and circumstances spiral to a deadly fever pitch. Factor in both Tessa's and Charles's families and you've got some wild dynamics---and an action-packed, romantic read as Tessa and Charles discover the reality of being made new in Christ.

## **Internet Marketing**

### **Blog:**

<http://camys-loft.blogspot.com/>

### **Facebook:**

<https://www.facebook.com/CamyTangAuthor>

### **Twitter:**

<http://www.twitter.com/camytang>

### **Goodreads:**

<http://www.goodreads.com/group/show/49078>

### **Ravelry:**

<http://www.ravelry.com/people/camytang>

## **Marketing Information**

### **What made you write this book?**

I love Stephanie Plum and *The Joy Luck Club*, and so I wanted to write a book with all the humor of both and with the action/suspense of the Stephanie Plum series.

I also love strong, capable heroines like from the TV shows *Alias*, *Nikita*, *Covert Affairs*, and the movies *Tomb Raider* and *Resident Evil*. I wanted to write about a strong woman with a heart for God, so I came up with my character, Tessa.



I wanted to give Tessa a reason to keep being involved in different crimes (so that I could have more books with her as the heroine) and the idea came to me that if Tessa had a shady past before coming to Christ, that past would provide good spiritual conflict as well as causing external problems in her life. I am a fan of *The Sopranos*--I don't care much for the violence, but I liked the more humorous parts of the series, especially those involving the family fiascos. I thought it would be fun if Tessa belonged to the Japanese mafia, and I created a Japanese version of *The Sopranos*, which makes it both exciting and funny, mirroring the feel of the Stephanie Plum series.

For her hero, I thought up the most unlikely pairing--a straight-laced lawyer from Louisiana--and as I wrote, I let the sparks fly!

### **What message do you want readers to take away from the book?**

No matter what you've done, you can walk forward in the newness of Christ, pleasing Him and not the people around you.

### **What is your favorite line/scene in Protection for Hire?**

Hands down, the Fat Boy scene. I remembering hooting and laughing to myself as I wrote it. My husband looked in on me in my office with that strange, "I'm not sure what's wrong with you but let's hope it's not contagious" look on his face.

### **What inspired you to write about the Japanese mafia, and what sort of research did you have to do to get it all right?**

I've always been fascinated by Japanese mafia because I grew up watching Japanese movies (subtitled!) with my father. Also, I grew up in Hawaii and the yakuza have been entrenched there for many decades. I am also Japanese American (fourth generation) and to some extent I understand the cultural aspects that drive the philosophies of the Japanese mafia.

A friend of mine, Danica Favorite, mentioned mafia to me as a story idea and it seemed the perfect opportunity to write about the yakuza. I've also enjoyed the TV series *The Sopranos* (well, I enjoyed the humorous family scenes, not the violent ones) and wanted to write my own take on a crime family.

For research, I read a lot of books (some really not very interesting at all--I mean, how can someone make Japanese mafia sound so dull???) and I also contacted the FBI here in San Francisco with questions.

### **Did anything really surprise you in your research?**

I also had to do research into Southern families since my hero is from Louisiana, and what was really neat was that there were a lot of similarities between Japanese and Southern families and their relationships with each other.

There are some of the obvious cultural differences like the food, the way people talk, and the level of displays of affection in Japanese and Southern families, but there are also lots of similarities--the matriarchs and patriarchs in the families, how the families stick together and value loyalty, the funny and exasperating things family members do to each other.

**Family is a huge part of many of your novels. Is that a conscious decision on your part? What draws you to write about these fascinating dynamics?**

It's both conscious and unconscious. Family is very important to me, and I love hearing about other peoples' crazy families and reading about crazy families in novels. I found that I couldn't write a story without the characters' families somehow getting involved in the action. Once I realized that, I decided to follow my natural inclination and I've always had some sort of family interaction in all my books.

**Any advice for Christian retailers in promoting this book?**

This book is like *The Joy Luck Club* meets the Stephanie Plum series by Janet Evanovich. It has the fun family dynamics of *The Joy Luck Club* or *My Big Fat Greek Wedding*, and the action and humor of the Stephanie Plum series and *The Sopranos*, with the wacky relatives thrown in, too. Adults and older teens after an entertaining read with a strong but subtle spiritual message will enjoy Tessa and her adventures.

**Other titles previously published:**

**Sushi series:**

- #1 Sushi for One? (Zondervan)
- #2 Only Uni (Zondervan)
- #3 Single Sashimi (Zondervan)
- #4 Weddings and Wasabi (self-published)

**Sonoma series:**

- #1 Deadly Intent (Steeple Hill Love Inspired Suspense)
- #2 Formula for Danger (Steeple Hill Love Inspired Suspense)
- #3 Stalker in the Shadows (Steeple Hill Love Inspired Suspense)
- #4 Narrow Escape (Steeple Hill Love Inspired Suspense)