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## Louise Penny's August Newsletter

*"In the end we will not remember the words of our enemies, but the silence of our friends."*

- **Martin Luther King Jr.**



### Book launch - THE BEAUTIFUL MYSTERY August 28th

This is it! August. The month THE BEAUTIFUL MYSTERY finally sees the light of day. Well over a year in the planning, thinking, researching, and then, the writing. And so much anticipation. I sometimes feel I'm going to explode from excitement/anxiety.

As you know, that simply goes with the territory. I suspect you often feel the same way, when something, or someone, you care about is about to be exposed to the public. I think anxiety isn't so much a mark of insecurity, as a reflection of how much we care.

I care a great deal about THE BEAUTIFUL MYSTERY. I can hardly wait for it to get into your hands. It hits bookstores, and kindles/nooks/ereaders/iPads on August 28th in the US, Canada and the UK.

So far the pre-publication industry reviews have been fabulous. Indeed, the **Kirkus Review**, which is notoriously critical, gave it a wonderful review. Here's an excerpt - the last couple of lines:

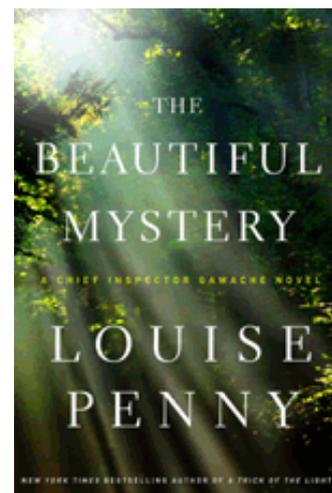
*...remarkably penetrating and humane. The most illuminating analogies are not to other contemporary detective fiction but to The Name of the Rose and Murder in the Cathedral.*

**THE BEAUTIFUL MYSTERY** is set in a remote monastery. A place of peace, and quiet contemplation, where monks only break their vow of silence to sing Gregorian chants - the word of God in the voice of God. But their lives are shattered when one of the monks is found murdered. And for the first time in 400 years men who are not monks enter their monastery, in the persons of Chief Inspector Gamache and Jean-Guy Beauvoir.

Now, instead of telling you more about the book myself, I'm going to use an excerpt from one of the early reviews on Amazon.com: Here's part of what G. Kellner wrote -

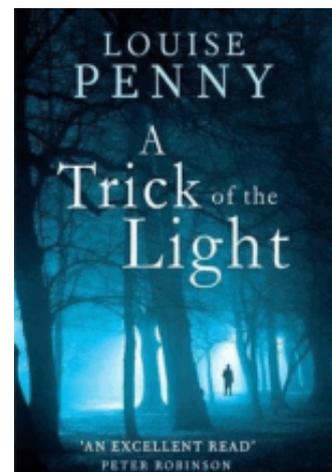
*I loved this one. Everything about it, from the well-written and compelling mystery to the daily life of a Gilbertine monk. I loved the way the monks were portrayed, as being men of God, but human nonetheless. I loved the dilemma of the monks--to continue to serve God in their quiet, humble way, or to go forward into society with their chanting, to raise the money to fix the monastery. I loved the subtlety of their communications, and the subtle and nuanced*

### The Beautiful Mystery US / Canada / UK



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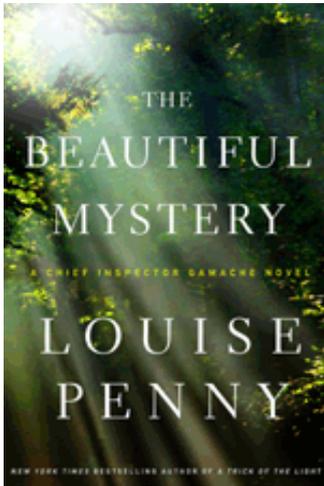
### A Trick of the Light US / Canada / UK



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*writing. There is a lot of conflict here--quiet conflict, but the whole book is one conflict after another. The monks vs. modern life, vows of silence vs. commercial chanting, Gamache vs. Francoeur, Gamache vs. Beauvoir, the abbot vs. the prior--on and on. It made for entertaining reading, but above all, I loved the atmosphere, the isolation of the monks, the peacefulness, the solitude and how that was horribly interrupted by so base and human a thing as murder. I thought it was brilliant.*

To read an excerpt from THE BEAUTIFUL MYSTERY! (the first few pages), click on this link: [THE BEAUTIFUL MYSTERY excerpt](#)



August 28th 2012

There'll be a pre-launch party on August 25th, organized here in Quebec's Eastern Townships by Danny and Lucy at Brome Lake Books (one of Canada's great independent bookstores).

If you'd like to come to the party, just get in touch with them - [click here to email](#) or give them a call at 450-242-2242. Danny and Lucy at Brome Lake Books have Vive Gamache café au lait mugs, if you're interested.

## Tour

And then the tour begins! The formal world launch will be in Chicago on August 28th. From there I go, in quick succession, to Cincinnati, Denver, San Francisco, Phoenix, Houston, Atlanta, Madison, CT, South Hadley, MA - and then some meetings in Toronto. For the details, please [click here](#) - it will take you to the "Events" section of my website.

A literary tour is extremely complex. There were all sorts of wonderful invitations, and I wish we could have made all the places, but it just wasn't possible. So Sarah Melnyk, at Minotaur Books, and I really tried to strike a balance of large cities, and smaller towns. A range of geographical areas, and a mix of places I've been to before, who have been so loyal since the beginning, and places I haven't been to before.

At this stage the tour is partly to sell books, certainly, but I think even more than that it's to thank you for all your support of the Gamache books. You've not simply read them (which I appreciate!), but you've told others. You've bought them for friends and family and co-workers. You've posted reviews online and at your bookstores and libraries. You've introduced all sorts of people to Chief Inspector Gamache, et al.

The tour is really to say, 'Thank you'.

## Advance Readers Copies - July contest winners

For the past few months, leading up to publication, we've been giving out advance copies of THE BEAUTIFUL MYSTERY. In the latest contest I asked you to describe what you'd do to publicize the book, if you won an advance copy. We had the most amazing, fun, creative, crazy, passionate responses! Finally, with My Assistant Lise's (patent pending) help we came down to two winners. They're -

[Barnes & Noble.com](#)  
[Amazon.com](#)  
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Here's the order of the Chief Inspector Gamache books, from the first to the most recent:

STILL LIFE

A FATAL GRACE / DEAD COLD

THE CRUELEST MONTH

A RULE AGAINST MURDER / THE MURDER STONE

THE BRUTAL TELLING

BURY YOUR DEAD

A TRICK OF THE LIGHT

THE BEAUTIFUL MYSTERY

## Barbara Jo, in Oregon and Michelle in Newfoundland.

Here's part of Michelle's extraordinary entry:

*We met in October of 2007 at a Wordfest talk in Calgary. I was 7 months pregnant with my first daughter and you were kind enough to sign a copy of "Dead Cold" for me. I have two daughters (Eloise, born in December 2007 and Adele born in February 2009) and was thrilled to welcome my first son on May 12th of this year. We decided to name him Armand Gabriel, inspired by Chief Inspector Armand Gamache. I feel that the Chief Inspector embodies all of the characteristics I would love to see in my son - intelligence, integrity, kindness, loyalty, compassion, and empathy, although he is not above admitting when he is wrong and is flawed in ways that make him all too human and very intriguing to follow through all of the novels.*

*In regards to what I would do to promote your novel, I do so each time I am asked where my son's name came from, when I tell the person inquiring about a wonderful series of mystery novels by Louise Penny centered around Chief Inspector Armand Gamache.*

Now, to be honest, after reading that I almost gave her our home. I weep when I read that - for happiness, but mostly, as I wrote to Michelle, for little Armand, who would be all those fine things, by virtue of being raised by such a remarkable mother.



Michelle was kind enough, on my request, to send a photo of Armand and his sisters. It was taken by their friend, Malin Enstrom who runs Happy Fish Photography in St John's, Newfoundland. I'm using it here with her very kind permission.

So now we have a poster boy for the series!

And if you could continue to spread the word yourselves I'd really appreciate it. And don't forget to pre-order the book - the first editions sell out fast.

## The Brutal Telling - French book launch

Here in Canada, the fifth Gamache book is about to come out in french. It's called Révélation Brutale and it'll hit the bookstores on August 16th. For more information on it, and the other french translations, please [click here](#) to go to the french section of my website.

Hard to believe in less than a month THE BEAUTIFUL MYSTERY will be launched.

Hope to see you on the road - and I hope you're having a great summer. One of the photographs above shows two glorious women wearing sunglasses. The one on the right is Shelagh Rogers, and I'm the other gal (both too cool for school). It was taken just before our event at the Knowlton WordFest, in mid-July, where I turned the tables on Shelagh. She's the host of the CBC national radio programme, THE NEXT CHAPTER - and has interviewed me many times. Well, Shelagh's a friend, and I happen to know how remarkable she is, so it was decided that this time I'd interview her. It was taped, and will be replayed sometime this fall on THE NEXT CHAPTER.

Now I turn my attention to the launch of THE BEAUTIFUL MYSTERY. And I need your help. Please post reviews on Amazon, and on other websites. Blog about it, comment about it on other sites, tweet about it. Have actual conversations about the book and the series. At this stage, spreading the word is a vital and powerful part of the success of the book. I'd really appreciate your help. Your continued help - since I know how much most of you have already done. You propelled A TRICK OF THE LIGHT onto international bestseller lists, including number 4 on the New York Times list! Remember that? I'll never forget it, that's for sure. Thank you!

And now we enter another campaign. And again, I'm asking for your help.

So looking forward to your company as we head out on tour! Pack light, and hang on - it's going to be fun!

With warm embraces, excitement, anticipation, and thanks -

Louise

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