

FOR IMMEDIATE RELEASE:

Author Dee Dee Phelps to Receive Best Pop Campaign Award at Book Publicists Awards Dinner

LOS ANGELES, Calif. - Oct. 16, 2007 (SEND2PRESS NEWSWIRE) -- Former TV anchor, author, and celebrity presenter Kelly Lange will give the Best Pop Campaign Award to Dee Dee Phelps for her 2007 promotion of "Vinyl Highway, Singing as Dick and Dee Dee" (ISBN: 978-1-934321-75-1). The award will be presented at the 13th annual Book Publicists of Southern California Awards Dinner on Thursday, October 18th, 8 p.m. at the Sportsmen's Lodge in Studio City, California.

\*(PHOTO 72dpi: [Send2Press.com/mediaboom/07-1016-VinHwyCov\\_72dpi.jpg](http://Send2Press.com/mediaboom/07-1016-VinHwyCov_72dpi.jpg))

\*(Photo Caption: Cover of "Vinyl Highway" book.)

Dee Dee was chosen to receive this award for her innovative publicity campaign which included over 50 radio interviews, including AM, FM and Internet radio, posting vintage videos and author video trailers on web video sites and creative use of her blog and website (<http://www.dickanddeedee.com>).

Her author readings included behind-the-scenes stories of Sixties rock and roll touring. She recently appeared at the Hollywood Book Festival and used portions of the talk for her video book trailer.

Vinyl Highway recently won honorable mention in Writer's Digest 15th International Book Awards.

BOOK SUMMARY

Title: Vinyl Highway, Singing as Dick and Dee Dee  
Author: Dee Dee Phelps  
Category: Memoir-Narrative Non Fiction  
ISBN: 978-1-934321-75-1  
Publisher: Altergate Publishing  
Distributor: IPG (800-888-4741)  
Publication Date: September 2007  
Price: \$16.95 US

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NEWS SOURCE: Dee Dee Phelps

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