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Press Release

Source: Dorchester Publishing

Spreading the Love: Romance Publisher Pairs with Cupid.com to Promote Real- Life Romance

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NEW YORK, April 12 /PRNewswire/ -- Romance and speed-dating. Sound like an oxymoron? Not in this day and age, when an increasing number of men and women are turning to the Internet to find their happily ever-afters. According to a survey done by the Pew Research Center, 15 percent of American adults say they know someone who has been in a long-term relationship or married someone he or she met via the Internet.

ADVERTISEMENT This summer, Dorchester Publishing aims to make it even easier for singles to connect. The nation's oldest independent publisher of mass market fiction, Dorchester has teamed up with Cupid.com to sponsor speed-dating events in five major cities: New York, Washington D.C., San Francisco, Atlanta, and Chicago. Known for launching the careers of numerous best-selling romance authors (including Christine Feehan, Jayne Ann Krentz, Madeline Baker, Cassie Edwards, Connie Mason, and Marjorie M. Liu), Dorchester will not only offset the cost of these events for attendees by 30 percent, but will give away romances and thrillers, as well as dating tips written by - who else? - romance authors.

"Our purpose in forming this partnership with Cupid.com is three-fold," says Dorchester VP and Editorial Director Alicia Condon. "First and foremost, it's a wonderful opportunity for us to participate in helping people make real-life connections. Second, we hope to re-educate readers about the romance genre, which has long been stigmatized and shuffled to the back of bookstores. And last but not least, it's a chance for us to foster reading among those in an age bracket that publishers have long had trouble reaching."

As the National Endowment of the Arts announced two years ago in its Reading at Risk survey, adults aged 18-34 were the most likely to read literature (defined as a novel, play or poem) in 1982, but by 2002, they were the least likely. "There are so many movies, video games and other media vying for people's attention these days," says Condon. "Our hope is that if we put the books most likely to appeal to this demographic into their hands, that they'll take a chance on it and realize that reading can be just as entertaining as seeing a movie or watching TV."

Dorchester's Cupid campaign will kick off on May 9th with an event at Manhattan's Borgo Antico Restaurant. For more information on this or subsequent events - or on the partnership itself - contact PR Manager Brianna Yamashita or visit <http://www.dorchesterpub.com/cupid>.

Dorchester Publishing has been involved in the publishing of mass market books since 1971. Although primarily known for Romance, Dorchester also publishes world-class Horror, Westerns, and Thrillers under its

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