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## **FOR IMMEDIATE RELEASE: Los Angeles Artist Emmett Loverde Kickstarts Children's Book "Clawdette the Cat"**

### ***VENTURE WILL BENEFIT KIDS VIA VIRGINIA AVENUE PROJECT***

LOS ANGELES, CALIFORNIA, March 4, 2010 — Los Angeles Artist/Writer Emmett Loverde is inviting fans of children's literature -- and fans of children -- to join him in creating a picture book called "Clawdette the Cat". A portion of the proceeds will benefit the Santa Monica-based Virginia Avenue Project, a free afterschool program for at-risk kids.

#### **"PET PROJECTS"**

In 1998 Emmett Loverde wrote and illustrated a short story called "Clawdette the Cat". "I did the drawings in black and white on paper," he noted during a recent interview. "I typeset the project on a computer, printed a few dozen copies of the booklet and sent it out to my family and friends as a Christmas gift." His readers responded so well to the book that he decided to repaint all of the drawings in color at high resolution and create a much nicer book that he could market to children's book publishers.

He quickly realized, however, that redoing all the drawings would be a full-time project lasting several months so he put it aside.

When he read about Kickstarter.com's innovative method of helping worthy projects find support he realized that "Clawdette" may have found a home. He also saw it as a way to support another, uh, pet project: the Virginia Avenue Project, a free after-school program for at-risk kids that unites them with adult theater professionals to put on stage plays and receive academic tutoring. Various VAP programs allow kids to write and act in plays and use photography and videography to tell their stories.

"I attended two VAP productions in 2006," Loverde said, "and they were so entertaining and professional that I knew I needed to get involved." VAP's statistics are astounding: 100% of the children in the program graduate high school, 90% of them go on to college, and 85% of the college-goers are the first in their family to attend. Unfortunately the program now faces severe budget cuts.

Loverde notes that after three years of volunteering for VAP he has never seen such devotion and love from children for any other extracurricular program. "The kids can stay in VAP until they're eighteen if they want," he pointed out, "and many of them do! And many then come back and volunteer as adults."

## THE PROPOSAL

Emmett Loverde seeks support as he finishes recreating all the drawings for "Clawdette the Cat" in full color and high resolution. He will use Adobe Photoshop for the artwork and Adobe InDesign for the layout. Once "Clawdette" is illustrated and typeset he will use Amazon.com's CreateSpace service to self-publish the book and make several hundred copies which he will submit to traditional publishers and market at trade shows. Depending on the amount of their donation every donor will receive a copy of the finished book in electronic, paperback, or hardbound form. The most generous donors will receive high quality prints of drawings from the book. Ten percent of the funds received and copies of "Clawdette" will be donated to the Virginia Avenue Project.

Readers can see a video of Mr. Loverde describing the Kickstarter project here: <http://www.youtube.com/watch?v=h5Z0Yh0iWnc>

Readers can read "Clawdette the Cat" and see the progress on the book's drawings here: <http://emmettloverde.com/clawdett/clawdett.htm>

Information about the Virginia Avenue Project can be found at <http://virginiaavenueproject.org>. Clips of VAP performances as well as reflections from the kids in VAP themselves:

- \* <http://www.youtube.com/watch?v=bg00XzhaJnk> (about VAP)
- \* [http://www.youtube.com/watch?v=ctuy\\_hMiOnM](http://www.youtube.com/watch?v=ctuy_hMiOnM) (the One-On-One Program)
- \* <http://www.youtube.com/watch?v=C6BR1rjFo54> (more about the One-On-Ones)

Here is a video of one of Loverde's own performances with VAP, a short play called "Cracking Wise With Billy Wise":  
<http://www.youtube.com/watch?v=0-EtlqmFPq4>

## ABOUT MR. LOVERDE

A graduate of UCLA's famed Theater program, Emmett Loverde joined the LA theater scene in 1998 with back-to-back productions of his romantic comedy "Mergers and Acquisitions" in Santa Monica and at the Hudson Backstage Theater. The Pepperdine University Graphic called "M&A" "a script charged with wit and humor" and Back Stage West/Drama Logue found it "fascinating!" About Loverde's play "The Killlist", Glenn Carlson, Director of The One Act Players of San Francisco, noted, "Emmett Loverde is a wizard with words. His old west farcical tale 'The Killlist' excels in a genre where only the best writers dare tread and very few succeed. I am still laughing!" Loverde's plays are published by Playscripts, Inc. ([playscripts.com](http://playscripts.com)) and Heuer Publishing ([hitplays.com](http://hitplays.com)). More than 150 separate productions of Mr. Loverde's stage plays have been mounted worldwide to date.