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## The war Americans never remember and Mexicans can't forget



MINNEAPOLIS (MAY 5, 2009) – Scarletta Press, in a co-publishing arrangement with Aliform Publishing, is pleased to announce the publication of *Yankee Invasion: A Novel of Mexico City* (Scarletta Press and Aliform Publishing: May 2009, \$14.95), an English translation of the Mexican bestseller *La invasión*, written by the renowned Mexican author and academic Ignacio Solares.

In 1847, US troops captured Mexico City. Abelardo, a young man from a well-to-do family, commits an act of violence against an American soldier that at the writing of the novel, fifty years later, he is unable to forget. Persuaded by his wife's belief that writing about the past is cathartic, Abelardo revisits the moments leading up to the US invasion. Abelardo also examines the relationships he lost around that same time. His closest friend was Dr. Urruchúa, the kindly doctor who attempted to cure Abelardo of his nerves and the soldiers – Mexican and American – of their wounds. Abelardo was also engaged to Isabel – though he secretly desired her mother.

*Yankee Invasion* covers a period in history many Americans know little about, one that is key to understanding US–Mexican relations. It is a must-read for fans of literature in translation, readers of historical fiction and all students of American and Mexican history.

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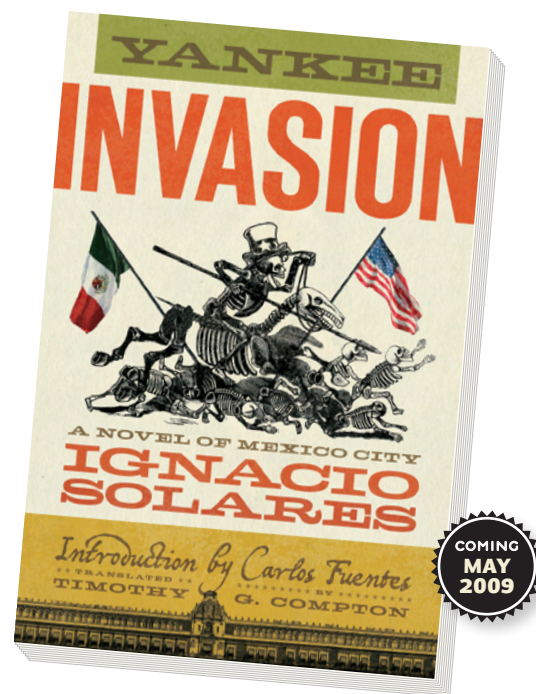
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*“... Yankee Invasion holds a tacit invitation to see ... history passing through the sieve of fiction. Solares thus gives us a very rich tale of history relived, the past as present, the wholeness of experience as an act of the imagination directed not only at the past, but also at the future of the final warrior, the reader.”*

CARLOS FUENTES, FROM HIS INTRODUCTION



PUBLICATION DATE	MAY 2009
TITLE	YANKEE INVASION: A NOVEL OF MEXICO CITY
AUTHOR	IGNACIO SOLARES
TRANSLATOR	TIMOTHY G. COMPTON
ISBN	978-0-9798249-4-4
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## BIO INFORMATION



IGNACIO SOLARES, born in Ciudad Juárez, Chihuahua, Mexico, in 1945, is a novelist, playwright and essayist, as well as the editor-in-chief of the *Revista de la Universidad de México* and the past director of the Division of Literature

of the National Autonomous University of Mexico (UNAM). Solares is a prolific writer with over 20 published books, including the novels *No hay tal lugar* (2003; English translation, *There Is No Such Place*, 2008), *Columbus* (1996), *Nen, la inútil* (1994), and *Madero, el otro* (1989). He has won numerous grants and awards, including a Guggenheim Fellowship.



TIMOTHY G. COMPTON has translated three other works by Ignacio Solares, including the 2008 novel *There Is No Such Place* (*No hay tal lugar*). Dr. Compton is a professor of Spanish at Northern Michigan University and a specialist in modern Latin America drama.



CARLOS FUENTES is the author of over 20 books, including *The Death of Artemio Cruz* and *The Old Gringo*. One of the world's most renowned Spanish-language writers, he received the Cervantes Prize in 1987. He has written for *The Nation*, *Vanity Fair*, *The New York Times* and *The Washington Post Book World*. As a diplomat, he served as Mexico's ambassador to France from 1975 to 1977.

**"Ignacio Solares has written a superb novel set in one of the most dramatic moments in our history: the Mexican-American War of 1846-48 ... Yankee Invasion provides readers with a wonderful opportunity to become acquainted with this crucial moment in the shared history of Mexico and the US."**

ARTURO SARUKHAN, MEXICAN AMBASSADOR TO THE UNITED STATES

**"This is a riveting historical novel of the invasion and occupation of Mexico City by US forces during the Mexican War but more important, Yankee Invasion is an unusual, highly original, and most welcome detectivesque testimony of the nightmarish history we don't seem to be able to wake up from."**

IRENE VILAR, AUTHOR OF *THE LADIES' GALLERY: A MEMOIR OF FAMILY SECRETS AND IMPOSSIBLE MOTHERHOOD*

**"Hungry to understand the roots of anti-Americanism? ... Read Ignacio Solares' novel. You'll realize why it's common knowledge that America's best friend around the world is the escape goat."**

ILAN STAVANS, AUTHOR OF *THE HISPANIC CONDITION AND MR. SPIC GOES TO WASHINGTON*



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## Book marketing strategy

### Audience

#### Mexican-Americans

- 9% of the US population
- The Mexican-American war may be the most important event in Mexican history, affecting those living on either side of the border today

#### Academic Scholars

- Prominent figures in university programs or educational organizations with a focus on history, literature or Spanish-language translations
- Those interested in presenting new perspectives on American and Mexican history

#### Historical Fiction Readers

- Casual readers who read to explore other cultures
- Those interested in popular foreign books and authors
- Recommended for readers who enjoyed Gabriel García Márquez's *Love in the Time of Cholera*, Carlos Fuentes' *The Buried Mirror*, Carlos Luis Zafón's *The Shadow of the Wind*, Haruki Murakami's *The Wind-Up Bird Chronicle* and Elena Poniatowska's *Here's to You, Jesusa!*

### Traditional and Online Media Campaigns

#### Pitch review and feature coverage in national and regional press:

*Hispanic Magazine, Harper's, New York Times, Atlantic Monthly, The Nation, The New Republic, New York Review of Books, New Yorker, Time, Newsweek, NYT Book Review, AARP, USA Today, Wall Street Journal, Washington Post, Boston Globe, Chicago Tribune, San Francisco Chronicle, Los Angeles Times*

**Pitch local media:** *Star Tribune, Pioneer Press, Mpls/St. Paul Magazine, Metro Magazine, La Prensa de Minnesota, Minnesota Public Radio, Radio Rey – 630 AM, La Invasora – 1400 AM, TPT Public Broadcasting*

#### Pitch national broadcast media:

*History Channel, Good Morning America, MSNBC, Today Show, 60 Minutes, CSPAN/Book TV, National Public Radio, Discovery Channel, Univision*

#### Pitch academic institutions:

*Brown, Harvard, Princeton, University of Wisconsin, University of Minnesota, UCLA, University of Washington, UC-Santa Barbara, University of Texas, University of Houston, University of Arizona*

### Publishing Industry Events

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