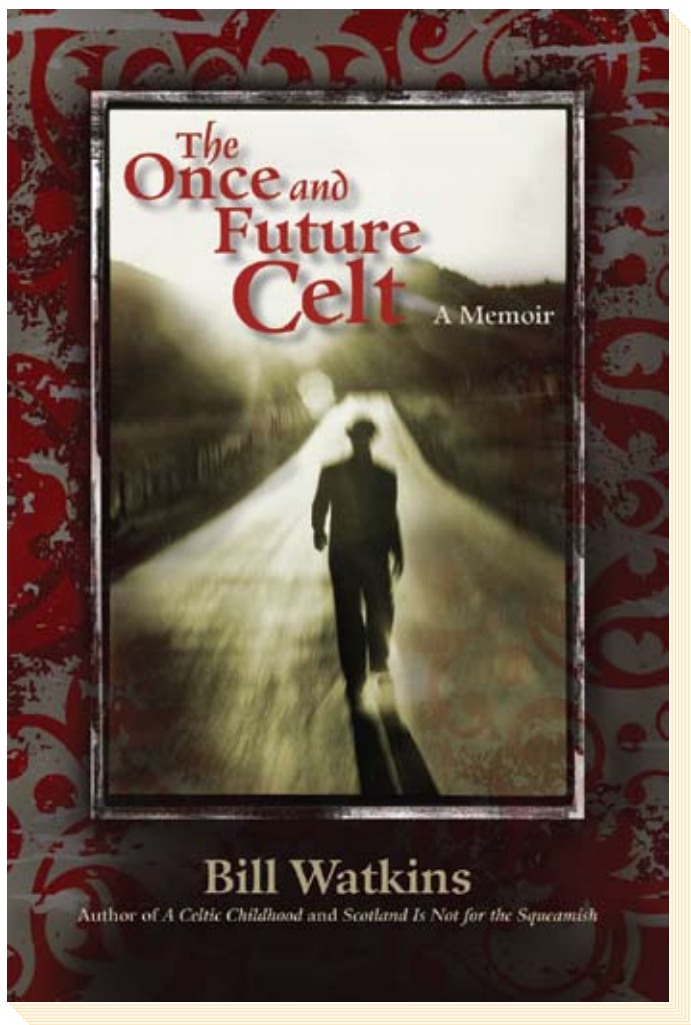


A Journey Comes Full Circle in this Laugh-Out-Loud Ode to Women and Language



“Watkins’ work stands out because of the quality of the writing and his underlying humor.”

—IRISH VOICE

TWENTY-ONE-YEAR-OLD BILL is stranded in a Gypsy camp with an injured foot, cared for by the beautiful, unattainable Riena. The Gypsies, or Romany, suffer a negative reputation in Britain, a notion that Bill’s stay challenges. With his prowess on the fiddle and keen interest in their culture, the Gypsies—and Riena—grow to accept him. Bill discovers that his Celtic roots may not be so different from those of the misunderstood Romany.

After eventually making his way back to his parents’ home in Birmingham, he has difficulty finding work in recession-ravaged England. When he finally finds a position loading dishes at a university cafeteria, he tells proud Irish mother only the “university” part. Meanwhile, his Welsh father takes him to his ancestral homeland to let him in on some family secrets. After losing his job, Bill happily takes off again in search of a new love. On his travels he comes full circle in his spiritual journey to be a true Celt.

The Once and Future Celt is an engaging, hilarious meditation on the power of family, identity, the origins of language and the opposite sex. Recommended for those interested in their own Celtic roots, or anyone who appreciates good, old-fashioned storytelling.

**From the author of
A Celtic Childhood
and
*Scotland Is Not for the Squeamish***

**“Deserves to be read for its own
brilliance...laugh-out-loud funny...
Watkins’ tales make for pure
reading pleasure.”**

—PUBLISHERS WEEKLY
STARRED REVIEW OF *A CELTIC CHILDHOOD*

**SCARLETTA
PRESS**

Available Date June 2008
Title *The Once and Future Celt*
Author Bill Watkins
ISBN-10 0-9765201-9-2
ISBN-13 978-0-9765201-9-1
Specifications Trade Paper, 6 x 9 inches, 344 pages
Price \$16.95 U.S.A.
Publisher Scarletta Press
www.scarlettapress.com
Contact David Unowsky
651.698.3178
david@scarlettapress.com

To Order
Individuals: available from your local bookstore
Trade distributor: Publishers Group West/Perseus
800.788.3123
Also available from national wholesalers
(Baker & Taylor, Ingram, or your favorite
vendor)

“The author celebrates the strength of the Irish spirit with delightfully humorous, yet insightful accounts of his rites of passage ...”

—THE CATHOLIC SPIRIT

Marketing Strategy

- Press kits to long lead reviewers and local and regional newspapers, magazines, TV and radio
- Author appearances at Celtic festivals and fairs in Minneapolis, Madison, Milwaukee, Toronto, Iowa City, New York City, and Chicago
- Email campaign blasts to Irish-, Scottish- and Welsh-American communities
- Speaking engagements at universities and community cultural events
- Promotional materials sent to the Seafarer’s International Union
- Efforts to reach out to the Irish-American media, including *Irish Echo Online*, *The Irish Voice*, *Irish American Post*

Publishing Industry Events

- Book Expo America, Los Angeles, CA
- MBA, St. Paul
- Twin Cities Book Festival, Minneapolis

Quotes from Readers Around the World

“I read *A Celtic Childhood* on the bus to work over a short period and received many inquiring looks for laughing out loud.”

•

“Your writer’s eye and glorious sense of humor would make even the phone book readable.”

•

“I have read (and reread) both books ... each touched my heart and my funny bone.”

•

“Great book, mate. Let’s see more of what you got.”

•

“Warm, beautiful, and hilarious ... a brilliant and gorgeous work.”

•

“Best damn thing I have read in years. Its honesty and observation is sheer brilliance.”

Endorsements of Bill Watkins’ Previous Works

“Guaranteed Good Read: As entertaining as *Angela’s Ashes* or your money back!”—HarperCollins Australia

•

“With a keen sense of rhythm and cadence that comes from a Celtic oral tradition, this is a work that sings on the page.”
—Hungry Mind Press

•

“... Will appeal to all people who enjoy music and myths and a wee bit of mischief.”—*San Antonio Express-News*

•

“A memoir that will remind some of *Angela’s Ashes*—except this one is laugh-out-loud funny.”—*St. Paul Pioneer Press*

About the Author

Bill Watkins was born in Birmingham in 1950 into a Welsh/Irish family. Both of his parents were bilingual as well as notable traditional singers. As a teenager he tramped the roads of the British Isles and Europe in the wake of his heroes, W. H. Davies, Welsh poet and author of *The Autobiography of a Super-Tramp*, and Eric “Burton” Blair, better known as the English writer and socialist George Orwell. Having learned to play the tin whistle, fiddle, guitar, banjo and mandolin at an early age, Bill is also an accomplished singer/songwriter whose most famous ditty, “The Errant Apprentice,” has been recorded worldwide. Now living in Minneapolis, Minnesota, he entertains as a publican and free-lance druid. Bill’s company, Keltcom LLC, designs and builds Irish and British Isles pubs, repairs vintage radio equipment and makes kilts. Bill can be contacted through: www.merlinsrest.com.

