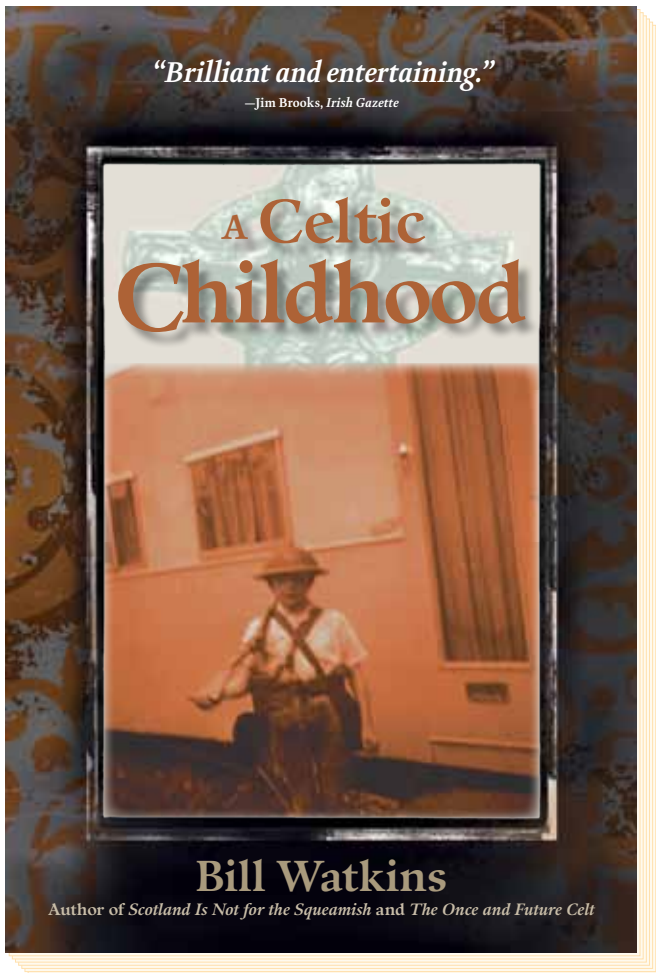


A journey takes off with rip-roaring reminiscences of youthful explorations



The beginnings of a lyrical narrative of a gifted and animated storyteller, Bill Watkins weaves a wonderful tale of misadventure and merriment.

A Celtic Childhood vividly portrays his eccentric and richly colloquial Celtic family; his vibrant Irish mam whose “hand is on the tiller” as the head of the household; his principled but stout-loving Welsh dad, who dances a jig to escape from the fairies; an uncle, who gets the “heebie-jeebies” from round food; and his Grandda, who has “a generous supply of Celtic songs and tall stories for all social occasions.” The fleádh nights with his family bring forth a rich understanding of young Bill’s place in Celtic history.

The tales of Watkin’s boyhood as a good-natured miscreant find him disrupting weddings while dressed as a gangster, illegally operating a ham radio, and getting kicked out of Ireland for “vagrancy” while on a minstrel trail in search of his Celtic spirit and manhood.

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Publishers Weekly, starred review

From the author of
SCOTLAND IS NOT FOR THE SQUEAMISH
and
THE ONCE AND FUTURE CELT

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"I've discovered that both the kind and the crass nature of people is as universal as it is unpredictable. I feel likened unto a snake that has outgrown its skin; a serpent leaving Ireland, not at the behest of St. Patrick, but because of the need to expand my horizons way past the confines of miscreant youth."

—BOOK EXCERPT

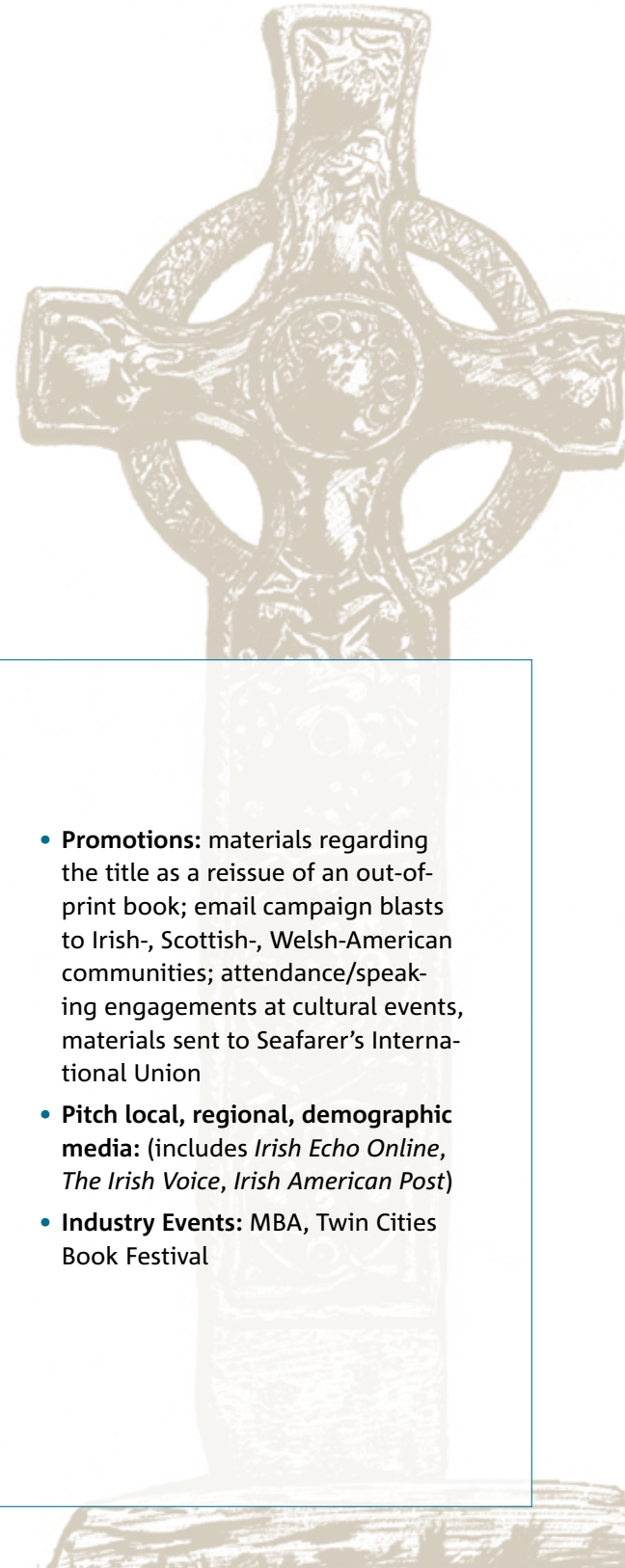


No longer out of print, the wonders of Bill Watkins' *A Celtic Childhood* is now available in e-book format with a new introduction to the delightful trilogy

Bill Watkins was born in Birmingham, England, to a Welsh/Irish family in 1950. His bilingual parents were notable traditional singers. 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, he serves as the cultural ambassador at Merlins Rest Pub. Bill's company, Keltcom LLC, designs and builds Irish and British Isles pubs, repairs vintage radio equipment and makes kilts. Visit www.keltcom.com or www.merlinsrest.com.

"A memoir that will remind some of *Angela's Ashes*—except this one is laugh-out-loud funny."

St. Paul Pioneer Press



Marketing Information

Audience

- Irish, Welsh, & Scottish Communities
- Seafarer Communities
- Interests in humor, biographies, Celtic heritage

Marketing Strategy

- **Release Date:** August 9, 2011
- **Author Social Media Presence:** Facebook, Twitter, Scarletta Press blog, www.merlinsrest.com, and www.keltcom.com
- **Author Events:** annual appearances at Celtic festivals and fairs in Minneapolis, Madison, Milwaukee, Toronto, Iowa City, NYC, Chicago; also available for tours in UK and Australia
- **Promotions:** materials regarding the title as a reissue of an out-of-print book; email campaign blasts to Irish-, Scottish-, Welsh-American communities; attendance/speaking engagements at cultural events, materials sent to Seafarer's International Union
- **Pitch local, regional, demographic media:** (includes *Irish Echo Online*, *The Irish Voice*, *Irish American Post*)
- **Industry Events:** MBA, Twin Cities Book Festival

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