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Simon and Schuster Releases

Heart and Sold

HOW TO SURVIVE AND BUILD A RECESSION-PROOF BUSINESS

Inspiring new book by Valerie Fitzgerald hits stands May 19, 2009
Author available for interviews, book signings, appearances

"Through her absorbing stories and life experiences Valerie gives voice to anyone looking for a new beginning in their life or business. A great read."

--Larry King

"Heart and Sold is inspirational for any woman - or anyone - struggling to build a business of her own. Valerie's personal triumphs will make you feel like you can do anything."

--Leeza Gibbons

"After reading this book, you will feel that you too can accomplish anything your heart desires!"

--Vanna White

When Valerie Fitzgerald arrived in Los Angeles with her infant daughter, she had nothing but the clothes on her back, a diaper bag, and a little cash raised by selling her personal jewelry. She'd left behind a violent ex-husband, luxurious belongings, and her former life as a model in Manhattan. With no real job skills, no higher education and no plan, the future looked bleak.

Determined to make a good life for her daughter, she managed to carve out a phenomenally successful career in the multi-million dollar real estate market of Beverly Hills. Today she's not only a high profile agent to Hollywood stars and power brokers; she's a sought-after speaker and philanthropist with her own charitable foundation. In short, she reinvented her life, with stunning results. Fitzgerald's business was ranked thirty-fourth nationwide for sales by the Wall Street Journal. A former Ford model, she's been featured in Marie Claire and In Style, and was the Entertainment Tonight Real Estate Correspondent. Through sheer determination and a rediscovered sense of self, she's created something powerful from nothing.

With candor and humility, Fitzgerald recounts her evolution from an unemployed single mother to one of the country's leading real estate agents in HEART AND SOLD, to be released May 19, 2009 (Atria Books; \$10.40; ISBN: 1-4165-4292-2). Part savvy business guide, part moving memoir, HEART AND SOLD traces Valerie Fitzgerald's trial-and-error experience of starting over, and offers practical words for those in transition, or for anyone interested in building a successful business, brimming with tools and strategies for success.

Valerie Fitzgerald is available for interviews, appearances, lectures and book signings. To arrange an interview (phone or in person), for press images or for additional information, please contact Jeanna Zelin at Zelin Communications: 480-298-0928, jeanna@zelincomm.com.

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