



APRIL 19-25 AVRIL 2010 MONCTON NB CANADA
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NEWS RELEASE

Pop & Frye ***The Perils of Writing Biographies***

(Moncton, March 29, 2010) – What are the perils of writing a biography? The public is invited to a discussion with renowned biographer Harvey Sawler from Charlottetown, PEI. His talk *The Perils of Writing Biographies* will take place during the *Pop & Frye* series on Thursday, April 8th at 7 pm, at Chapter's in Dieppe. Admission is free and all are welcome! This discussion presented by the Frye Festival will be in English.

More than in any other art form, trust is essential when it comes to writing a biography; trust of the subject and of the reader. “When it comes to biographies, after all, things tend to get very, very personal”, explains Harvey Sawler who will explore the perils, the emotions, the highs, the lows, the rewards, and the anxieties associated with writing in biographical form, including short readings from several of his works.

A Canadian tourism expert and emerging writer, Harvey Sawler has recently published the biography of former New Brunswick Premier Frank McKenna (2009, Douglas & MacIntyre), but has also published, *Last Canadian Beer: The Moosehead Story* and *Twenty-First Century Irvings*. Sawler has thirty-seven years of private and public sector experience in strategic planning, community development, brand invention, tourism product development, marketing and management, arts and entertainment management, journalism, and creative writing.

The *Pop & Frye* series features regional experts offering free presentations and discussions on a variety of fun and innovative pop culture topics. The talks, which target a wide audience of young and old alike, are presented by the Frye Festival, Canada's only bilingual, international literary Festival, held this year from April 19 to April 25 in Moncton, NB. For more information, please visit www.frye.ca.

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For more information:

Madeleine Blanchard

Communications and media relations – 2010 Frye Festival

506.384.6897 - madoblan@nbnet.nb.ca