



COVER LETTER



September 9, 2015

Dear Member of the Media:

Who will recount the earliest and darkest days of the AIDS epidemic in America? Only the survivors. They speak for the dead, the ignored, the forgotten.

This chapter in modern history is bitter and repellent. But at a time when HIV rates among gay men are again climbing upwards, it is crucial to bear witness for the next generation. To raise awareness. To save lives. To never forget.

Author and Yale educator John Whittier Treat is an ideal chronicler of that era. He settled in Seattle in the early 1980s and became part of the community under fire. He saw the devastation firsthand. He worried constantly about testing positive. He lived in abject fear of becoming just another casualty of the plague years.

But Treat survived. As a moral obligation to those who perished – friends and lovers alike – he has written the novel *The Rise and Fall of the Yellow House* (Big Table Publishing). This labor of love took a decade to write.

While a fictional narrative, *The Rise and Fall of the Yellow House* is a vivid *roman à clef* that draws from John Treat's own life and from the friendships made and lost as the epidemic infiltrated the Pacific Northwest. The pain, wisdom and passion of that era shape every page.

Please consider reviewing *The Rise and Fall of the Yellow House*. To schedule an interview with author John Whittier Treat, contact Jay Blotcher of Public Impact Media Consultants at (845) 612-9837 or jay@publicimpactpr.com.

For more information visit: www.johntreat.com. For author photos, book cover graphics and a digital media release, visit: www.johntreat.com/disc.htm.

Sincerely,

Jay Blotcher
Public Impact Media Consultants