

Contents

- I. Press Releases
- II. Author Biography
- III. Interview Questions
- IV. Select Excerpts
- V. Clips and photos

Quick Facts

The Caledon Crystal by Annette M Musta

- ❖ ISBN: 9780979863929
- ❖ Paperback/ 358 pages/ 8.5 by 5.5/ 1.1 pounds
- ❖ Published by ARH Books – website: www.arhbooks.com
- ❖ Book website: www.emrysaureus.com
- ❖ *The Caledon Crystal* is the first book in the five part War of the Crystal series.
- ❖ The Caledon Crystal holds Time captured in its facets. The Keeper protects and controls Time.
- ❖ The book contains a completely created language called Salingua spoken by the characters.
- ❖ Emrys Aureus is the newest Keeper of the Crystal. Her name means “Promise Gold” in Salingua.
- ❖ The magical peoples of North America are called the Salien, meaning the “Chosen”.
- ❖ There are seven races of Salien – humans, paulings, giants, goblins, elves, leprechauns, and dwarves.
- ❖ The Salien use wands.
- ❖ The author, Annette M Musta, is known as “The Wandmaker”. She handcrafts and sells Wizard Wands from her internet store, The Wand Shop. (www.thewandshop.com)
- ❖ Ms. Musta has two new books coming out in the fall of 2007 from the *Principles of Wizardry* series – *Wandlore* and *The Wizard's Cookbook*.
- ❖ Ms. Musta is currently working on the second book in the War of the Crystal series – *The Sylvaen Stream*

Press Releases

FOR IMMEDIATE RELEASE

CONTACT: ANNETTE M MUSTA

AMUSTA1@ATT.NET / 724-348-0756

INTERNATIONALLY RENOWNED WANDMAKER CREATES A BOLD NEW FANTASY ADVENTURE;

THE CALEDON CRYSTAL BY ANNETTE M MUSTA, THE NEW MUST-READ FANTASY SERIES, FOLLOWS IN THE FOOTSTEPS OF ROWLING, PAOLINI, AND TOLKIEN.

Renowned Wandmaker and writer, Annette M Musta, has burst onto the fantasy scene with her first novel, the thrilling fantasy adventure *THE CALEDON CRYSTAL*. Set in a modern world of magic, *THE CALEDON CRYSTAL* is an epic battle between good and evil that threatens to take over our own non-magical world.

Emrys Aureus is the Keeper of the Crystal – a precious jewel that holds Time captured within its facets. Whoever has the Crystal will control Time. For six thousand years the Salien, the magical people of North America, have protected the Crystal and Time itself from their enemy, Caerth Malus. The Crystal has been handed down from Keeper to Keeper in an unbroken chain. Now the Crystal is missing and Emrys must find it before the Caerth Malus or one of his terrifying henchmen, the Lemures, claim it for their own dark purposes.

Joining Em on her time travelling quest are her two closest friends, Phoenix Shamalan – a poor kid from the wrong side of the tracks and Kaitlin Tyler – one of the wealthiest girls in the world. Both Phoenix and Kaitlin harbor their own family secrets and must face their own fears if they are to succeed. As they hopscotch through time and exotic locations, they are chased by a menacing phantom of untold power.

Filled with fascinating characters, swordfights, battles, beasts, and magic, *THE CALEDON CRYSTAL* brings together the best of the fantasy genre. Ms. Musta adds a new dimension to some old favorites while creating a rich new magical world.

“I have loved fantasy all of my life,” Ms. Musta states. “In *THE CALEDON CRYSTAL*, I have drawn together all of the favorite parts of the fantasies I read as a child, mixed them up, added the spice of the Crystal and Time travel, and served them up in an enthralling new way.”

In an unusual twist, the hero is a young woman. “Women tend to be underrepresented in fantasy, they are usually the love interest, the muse, or the smart sidekick,” Ms. Musta explains. “I wanted a strong character that men and women, girls and boys could relate to.”

Em is certainly not your typical girl. “She has been raised to be a leader. She has trained her whole life to become a powerful Wizard, one who could take on the darkest, vilest of villains,” Ms. Musta says. “Em must decide what kind of world she wants to live in. That is true power.”

THE CALEDON CRYSTAL diverges from the formulaic “David and Goliath” approach of most fantasy literature where the hero is David.

“Em is David in a way - she is young and must shoulder an incredible burden,” Ms. Musta explains. “But the Salien are definitely Goliath. They are a superpower involved in a multi-front and, at times, shadowy war. Some of their opponents are other superpowers and others are small bands of fighters with their own agenda.”

Ms. Musta wanted to explore how a superpower conducts a war. What sacrifices are the Salien, and especially Em, willing to make? What moral and ethical codes are they willing to break to defeat the evil that threatens to overtake them? How will their actions affect the world in which they live? What will Em do if she gains absolute power? How will it change her?

“This is the central question of the series - Can you defeat evil without releasing a new evil into the world? Can a sophisticated society fight absolute evil without losing a part of their souls to the darkness?” Ms. Musta says. “These ideas are only briefly introduced in *THE CALEDON CRYSTAL* but they will be a dominant theme in the War of the Crystal series.”

Ms. Musta knows fantasy. For the past eight years she has channeled her creative energy into her online business, The Wand Shop. She is known internationally as “The Wandmaker” for her intricately handcrafted Wizard Wands. Ms. Musta laughs, “Yes, I am a Wandmaker. I always wanted a wand but they aren’t easy to find. So I taught myself how to make wands. Now I have several wands that are my own. And I have made thousands of wands for wizards and humans all around the world.”

Positive response to *THE CALEDON CRYSTAL* has been building and is about to explode with the launch of an innovative viral marketing campaign that will lead intrepid “questors” on their own real life quest for a replica Caledon Crystal.

Annette M Musta is erudite and energetic. She is available for interview.

FOR IMMEDIATE RELEASE

CONTACT: ANNETTE M MUSTA

AMUSTA1@ATT.NET / 724-348-0756

THRILLING FANTASY ADVENTURE NOVEL KICKS OFF A REAL-LIFE QUEST;

INNOVATIVE MARKETING CAMPAIGN FOR *THE CALEDON CRYSTAL* BY ANNETTE M MUSTA TAKES THE PUBLISHING WORLD BY STORM.

Novelist Annette M Musta, author of the spellbinding new novel *THE CALEDON CRYSTAL*, is behind the brilliant viral marketing campaign that is taking the publishing world by storm.

The campaign started inauspiciously enough with a 45 second video clip called "Time is running out ..." released in October on YouTube.com. The clip featured scenes from the novel set to a heart-pounding soundtrack. Hidden within the video were secret clues leading astute observers to the website, www.questfortheystal.com.

THE CALEDON CRYSTAL is an epic fantasy adventure centered on a young wizard's quest for the Caledon Crystal – a precious jewel that holds Time encapsulated within its facets. The heroine, Emrys Aureus, must face numerous obstacles to claim the Crystal and save the world from evil.

Now everyone can join in a real-life quest for a replica of the Caledon Crystal.

According to the website, clues have been hidden within the online clips, the websites, and the book itself. "Questors", as they are called by the author, will have to decipher the clues and navigate past dead-ends and false leads to find the replicas hidden around the country.

"It will take exceptional insight and brainpower to complete the Quest successfully," the site says. "As in all true Quests, the questor must display exceptional abilities to prove they are worthy of the honor of claiming the treasure."

"I wanted to bring the reader inside of the excitement of a Quest," Ms. Musta explains. "Who doesn't want to look for mythical treasure?"

The Crystals are not in any location that involves digging, climbing, or trespassing. Questors are warned it is a test of their knowledge and intellect, not of their physical prowess.

The publisher expects the Quest to continue for several months as new clues are revealed.

Author Biography

Annette M Musta has been a fan of fantasy since her earliest days of reading. As a child, her favorite fairy tale was Cinderella. "I identified with Cinderella," Ms. Musta says. "Not that I was an orphan with a mean stepmother, but as an overachiever and the middle of three daughters, a lot was expected of me."

Ms. Musta's love of fantasy continued when she was introduced to L Frank Baum's *The Wizard of Oz* at the age of eight. "I loved Oz," she remembers fondly. "I read and reread that book over forty times in the next four years. I loved the fact the hero was a girl! It isn't very common in fantasy literature."

At the age of ten, Ms. Musta discovered *The Chronicles of Narnia*. "The Chronicles were, to me, the perfect books. I loved the invented land where anything could happen - where children could fight massive battles and be crowned Kings and Queens. My interest in archery was established through Narnia." Twenty years later, Ms. Musta's interest in archery would take her to the Olympic Trials and lead to her first professional writing job as a columnist for *Archery Focus Magazine*.

It was during this time period that Ms. Musta started to create her own fantasy lands and characters. "None of them are part of Emrys Aureus, as they were highly influenced by the books I was reading, but my imagination was definitely sharpened through these books."

As an adult, Ms. Musta parlayed her love of fantasy into a thriving Internet business called *The Wand Shop*. She used her knowledge of magical realms to create her own world where anyone - wizard and human alike - could buy magical tools, especially wands. Her marketing and business experience complimented her creative drive. "It has been a terrific business," she says. "I have made so many contacts with people around the world."

But something was still missing. "I always wanted to be a writer," Ms. Musta recalls. "Then one day I woke up with the whole idea of the series that was to become Emrys Aureus and the War of the Crystal. I knew all of the background, the names of the characters, the whole basic story line. I guess the ideas had been rattling around in my head for years and they finally coalesced into *The Caledon Crystal*."

Ms. Musta still runs *The Wand Shop*. She is known internationally as "The Wandmaker" for her intricately handcrafted Wizard Wands. "I love to make wands. I always wanted a wand. I asked for a wand for Christmas when I was five." Ms. Musta laughs, "I got a microscope instead. I loved the microscope, I still have it, but I really wanted a wand." Her dream was finally realized twenty-nine years later when she made her first wand. "Now I have several wands that I consider 'my' wands. I love the labor-intensive process of hand turning wands and I get to use power tools!"

Never one to rest on her laurels – or rest at all for that matter, Ms. Musta has two other books being released in the fall of 2007 from the *Principles of Wizardry* series. The first, *Wandlore*, "Is a complete guide to the art and science of the Wizard's primary tool - the wand," Ms. Musta says. "The second book is *The Wizard's Cookbook*. It's a guide to magical cooking, techniques, and ingredients." Both works are to be released by ARH Books.

Ms. Musta is currently working on the second book in the War of the Crystal series, *The Sylvaen Stream*. "*Stream* continues Emrys' story right where *Caledon* left off," Ms. Musta says. "Em is facing challenges at home and as the leader of the Salien. The War has started and the

fractures among the Salien are a factor. In addition, Em must continue her quest for the remaining nine Treasures of the Salien. Only when she has claimed all thirteen treasures will she have the unlimited power she will need to defeat the forces of evil.” Ms. Musta continues, “The War of the Crystal series is truly an epic fantasy, a classic battle between good and bad.”

And who wins out in the end? Ms. Musta laughs, “You’ll have to read all of the books. Suffice it to say a lot of the characters will not survive but I like an old fashioned happy ending - with a twist.”

Ms. Musta lives in Venetia, Pennsylvania with her husband Russell, their children Aemilia and Aaron, and their cats Tabitha and Harry.

Interview Questions for Annette M Musta

1. The Caledon Crystal holds Time captured within its facets. How does it work?
2. Why a book about Time travel?
3. I have read you love history. If you could travel through time, when and where would you go?
4. You created a new language for *The Caledon Crystal*, why did you do this? How do you create a language?
5. You are a fan of fantasy yourself. What are your favorite works and how did they influence *The Caledon Crystal*?
6. You have goblins and elves in *The Caledon Crystal*, similar to the *Lord of the Rings*. How do you see your characters fitting within the larger realm of fantasy literature?
7. You have said that you wanted to explore how a superpower conducts a war against absolute evil. Is *The Caledon Crystal* an essay on the United States and the war on terror?
8. You have some pretty dark characters in *The Caledon Crystal*. How do you create and write truly evil characters?
9. You choose to publish your book yourself. Why would you take this route as a writer?
10. I understand you have a unique marketing plan for *The Caledon Crystal*. Can you describe it?
11. You are known as "The Wandmaker". Do you really make magic wands?
12. How did you get into making wands? How do you make a wand?
13. You are a self-proclaimed workaholic, how do you fit writing and wandmaking in with your young family?
14. You have a non-profit program you take to schools, Create!Inspire!Achieve! Tell me about the program and what you want to accomplish with it.
15. You have a new series of books coming out this fall called *Principles of Wizardry*. Can you tell me about *Wandlore* and *The Wizard's Cookbook*?
16. What is next for Annette Musta?

Select Excerpts

A cold, blood freezing screech pierced the silence. The black form lunged from the mirror and grabbed for them as the room melted away. The last thing Em saw was a man, a wand in one hand, a sword in the other, confronting the phantom. He made a quick stab with his sword. The phantom crumpled into a heap of robes and then darkness set in. – Page 90

Em was the first to recover. She stood up and dusted the dirt off of her shirt and looked around. Phoenix pried himself free from Kaitlin’s grip.

“What was that thing?” he gasped.

“A lemures,” Em answered breathlessly. – page 91

Em awoke to the sound of running water and the soft song of birds in the forest. Sunshine streamed into the room. The bed she was lying on was soft and smelled sweet. Someone had thrown her cloak over her.

She opened her eyes and looked around. Grey rock rose over her head to a peak high above her. For a moment she thought she was still in the rock glade off of the forest road. Then her mind cleared. The long, cold ride came back to her. *This must be Merlin’s cave*, she thought. – page 111

Anker smiled cagily, “Of course they do. In due time they will reopen some portals and apologize to us. It is human nature to overreact to threats, Kroflaw. When they are threatened, humans are often unable to differentiate real danger from theoretical danger. And humans lead the Council, as they have always done.” – page 188

“He’s not dead,” (Em) said with more confidence than she felt. “We’ll find him.” ...

A twig snapped nearby in the darkness. In the blink of an eye Silvarel had an arrow on her string. Em pulled out her wand. Something was slowly creeping in their direction. – page 217

The haunting cry turned into a pulsing song as tiny pinpricks of light flew from the forest, surrounding the circle. As she watched, more and more lights appeared. Seamus, Em, and Kaitlin held their wands ready. The lights fluttered and moved, growing in intensity until they were encircled in an impenetrable wall of undulating light. – page 233

Em held out her left hand and showed them the great jeweled brooch. “It’s the Crest of Dyves – one of the Thirteen Treasures of the Salien. It was handed down to the heirs of Humelfleta just as the Crystal was handed down to the heirs of Valenkina.”

“What does it do?” Kaitlin asked.

“It allows the Heir to see the true nature of any Salien they touch.” – page 308

Em looked at Kaitlin and Phoenix with affection, “You two must stay here. I have to go on alone.”

Kaitlin grabbed her arm, “We’re going with you!”

“You can’t,” Em shook her head. “This is my duty and my destiny. I’ll be fine.”

Kaitlin nodded and stepped back, “Good luck Em.”

Phoenix shook her hand, “We’ll see you on the other side.”

Em looked at each of them, “Thank you for everything. I couldn’t have made it without you.” She squared her shoulder, turned the hourglass over, and disappeared. – page 324

The sun broke over the horizon in an exact line from the sentinel pillars to the altar stone. Minerva’s Tear caught a fragment of the beam and reflected down onto the altar stone. The altar blazed as the first rays of the summer sun touched it. The stone split open to reveal a burning flame. – page 329
