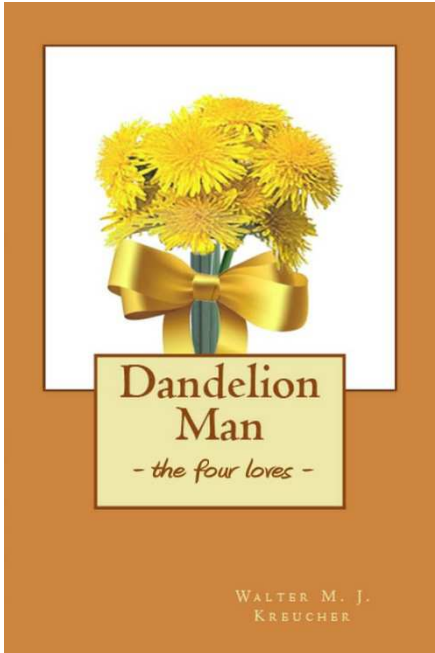


Media Kit

Dandelion Man – the four loves



July 1, 2012
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DANDELION MAN is a fictional romp that delights in the four loves and the difficult decisions that crop up in relationships.

Table of Contents

Authors Biography.....	1
Dandelion Man – the four loves	1
Cover Art	3
Dandelion Man the four loves	4
Sample Interview.....	5
Testimonials.....	8
Demographics.....	8

Authors Biography

Walter Kreucher was born and raised on the west side of Detroit. Born in 1951 he grew up in a house that his father and grandfather built. He attended Detroit Catholic Central High School when it was located on West Outer Drive. After high



school he attended the University of Michigan where he received his Bachelors of Engineering in Materials and Metallurgy. He did his post graduate work at the University of Detroit where he received a Masters in Business Administration majoring in Finance. He was inducted into Beta Gamma Sigma a national honor society for Business School Graduates equivalent to Phi Beta Kappa for Liberal Arts.

He worked for over thirty years in the automobile industry in the environmental field where he specialized in providing technical support on legislation and regulation, including clean fuels and vehicle fuel economy. He has ghost written for Congressmen and Senators and has authored parts of legislation and regulation in these areas.

Now he is entering the next phase of his life as a fiction writer. I know what you are thinking writing for politicians is fiction. At least now he is calling it what it is.

Dandelion Man – the four loves

Walt Kreucher's first novel is titled "DANDELION MAN – the four loves". The book is a fictional memoir dealing with the difficult decisions that crop up in relationships.

Precious few individuals will marry their high school sweetheart and live happily ever after. This story is about the rest of us. It is about the four loves C. S. Lewis describes in his book by the same name. There are two basic types of love, need love and gift

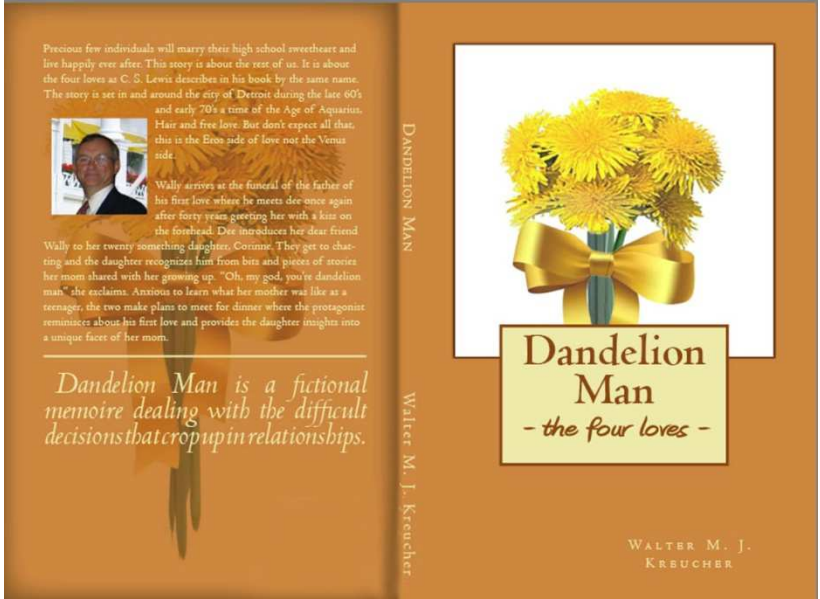
love. We have all experienced both of these even if we do not know them by these designations.

C. S. Lewis recognizing its complexity categorized love using the four Greek words for love. Each type of love exists separate yet often together with the others in a complex interconnected framework. DANDELION MAN takes the reader on a grand tour of love set in and around the city of Detroit during the late 60's and early 70's, a time of the Age of Aquarius, Hair and free love. But don't expect all that, this is the Eros side of love not the Venus side.

Wally arrives at the funeral of the father of his first love where he meets dee once again after forty years greeting her with a kiss on the forehead. Dee introduces her dear friend to her twenty something daughter, Corinne. "Momma never told me much about you but every once in a while she lets slip a piece of a story; usually when she's trying to teach me about growing up and love and all that. I really want to know what momma was like as a young girl. See, I think of her as only momma. When she scolds me, it's like she never did anything wrong or made any mistakes. I want to know what she was like growing up. Does she truly understand what I am going through?"

Anxious to learn what her mother was like as a teenager, the two make plans to meet for dinner where the protagonist reminisces about his first love and provides the daughter insights into a unique facet of her mom.

Cover Art



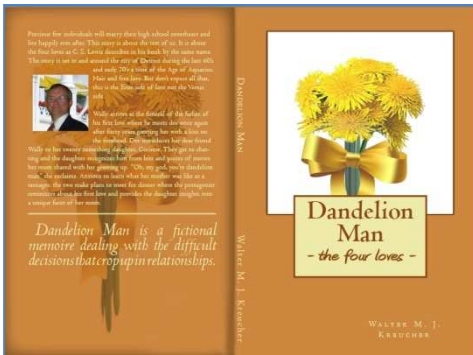
Press Release

Dandelion Man the four loves

A grand tour of love in and around the city of Detroit
in the late 60's and early 70's

Detroit, MI, June 21, 2012: C. S. Lewis used the four Greek words to categorize love. Each type of love exists separate yet often together with the others in a complex interconnected framework. DANDELION MAN takes the reader on a grand tour of love set in and around the city of Detroit during the late 60's and early 70's, a time of the Age of Aquarius and free love. But don't expect all that, this is the Eros side of love not the Venus.

Wally arrives at the funeral of the father of his first love where he meets dee once again after forty years greeting her with a kiss on the forehead. Dee introduces her dear friend Wally to her twenty



something daughter, Corinne. They get to chatting and the daughter recognizes him from bits and pieces of stories her mom shared with her growing up. “Oh, my god, you’re dandelion man” she exclaims. Anxious to learn what her mother was like as

a teenager, the two make plans to meet for dinner where the protagonist reminisces about his first love and provides the daughter insights into a unique facet of her mom.

DANDELION MAN is a 45,000 word fictional romp that delights in the four loves and the difficult decisions that crop up in relationships.

The author, W. M. J. Kreucher is new to the business of writing fiction. In a previous life, He has ghost written for Senators and Congressman mostly on environmental issues and has written pieces of legislation and regulation. Now he is trying his hand at fiction. I know what you're thinking, writing for politicians is fiction. At least now he is calling it what it is.

DANDELION MAN is available in paperback or electronic form on Amazon and through the Kindle store.

<http://www.amazon.com/dp/b008d1t9w8>

The author's website can be found at:

<https://www.amazon.com/author/waltkreucher>

Like us on Facebook at:

<http://www.facebook.com/people/Dandelion-Man/100003987896273>

Sample Interview

Q. So you grew up in Detroit?

A. Yes, I was born and raised on the West Side of Detroit in a middle class neighborhood.

Q. Did you like growing up in the City?

A. Absolutely. I always thought Detroit was a great town to be a kid in. Middle class work ethic, Mid-west values. Music, not only Motown but back in the 60's it was also a hot spot for folk music.

Q. Really, I didn't know that

A. When I was researching the book “DANDELION MAN” I found out that Joni Mitchell got her start playing at coffee houses in the city and lived with her first husband in a flat near Wayne State during the mid to late 1960’s.

Q. So what led you to attempt writing?

A. I was always fascinated by storytelling. When my wife and I were putting our kids to bed when they were younger and we tired of reading the same stories for the umpteenth time we would lie in bed with our kids and make up stories. We did it as sort of a “round”. One person would start the story and tell a few paragraphs then would hand the story off to the next person to continue. We got some interesting plot twists as you can imagine.

Q. Are any of your children interested in writing?

A. Actually, Ben, the middle child, if you can call him that since he is only 22 minutes younger than his brother, is a gifted novelist. I think he is a better writer than I am. He studied Creative Writing in College.

Q. Did he help you on this novel?

A. Absolutely, his comments and insights were invaluable. He convinced me to change the ending from the one that I originally had in mind. I think it made for a much better story.

Q. How hard was it to write your first novel?

A. I never understood how emotionally draining writing can be until I tried it. I am grateful to my loving wife Dianne, for her support and patience in listening to my incessant

ramblings as I bounced back and forth between reality and fantasy, writing and researching.

I often found myself getting into arguments with my characters. They wanted to take the story in one direction and often times I wanted another. In the end, the character always won out. I let them take the story where they wanted it to go.

Q. Are there elements of you in the story?

A. Of course, a writer writes what he knows. Much of the setting the local Detroit flavor is based on my recollection of growing up in Detroit and going to school in the surrounding area. It helped me to give the story “body” in that the descriptive passages are genuine.

I don't know if you are familiar with the John Grogan book “Marley and Me” well, John wrote another book “The Longest Trip Home” about growing up in Orchard Lake. I thoroughly enjoyed that book because John grew up down the block from where I live and I knew his parents. It was fun trying to figure out which current and former residents of the neighborhood were characters in his book.

Q. What other books to you enjoy reading?

A. My favorite author is C. S. Lewis. I have read most of his work: THE PROBLEM OF PAIN, MERE CHRISTIANITY, THE SCREWTAPE LETTERS. I always found the premise behind the SCREWTAPE LETTERS to be fascinating. If someone set out to write a book about morals probably not many would read it. But he set out to write about a devil who is trying to help his nephew learn the temptation ropes that lead people astray. Fascinating

I also like Ayn Rand: ATLAS SHRUGGED, THE FOUNTAINHEAD. She can get a bit preachy at times and I don't often tolerate that in a novel.

I also enjoyed the Tom Grace novel THE SECRET CARDINAL. Another local boy and Catholic Central graduate. For those versed in Catholic Central history you will recognize many of the cardinals as former faculty.

Testimonials

To be supplied

Demographics

The target audience for "DANDELION MAN" is those who enjoy a strong first person narrative romantic story. It will make you laugh and cry at the same time. There is a strong female protagonist that you will fall in love with along with assorted other characters. It raises the question "Mom, what were you like before you met daddy."



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- The author's website can be found at:
 - <https://www.amazon.com/author/walkreucher>