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From the author of *29* comes a delightful modern fairy tale about Lily Burns, a young career woman with the perfect life—until an ancient family curse threatens to take everything away.

PINCH ME

A Novel

by

ADENA HALPERN

“Never marry a man unless he’s short, bald, fat, stupid, and treats you badly.”

--Grandma Dolly, 82 and Mother Selma, 55 in *Pinch Me*

PINCH ME: *A Novel* (Touchstone Books / Simon & Schuster Trade Paperback Original; July 19, 2011; ISBN: 978-1-4391-7114-1; \$14.99) from the author of *29* (2010), is about a woman who has the perfect life – until she discovers it has all been a dream. Or has it?

“Never marry a man unless he’s short, bald, fat, stupid, and treats you badly.” That is the romantic advice that twenty-nine-year-old Lily Burns has heard her entire life from her grandmother, Dolly, and mother Selma. Despite this, when she meets Gogo, the handsome, successful pediatrician who treats her like a queen, she has no choice but to let her heart take over. When she agrees to marry him, Dolly and Selma are inconsolable. They decide it’s time to tell her the truth: the women in their family are cursed. If she marries for love, there will be unimaginable consequences.

Thinking she can somehow evade the curse that has plagued their lineage for generations, Lily elopes with Gogo. Unable to believe her good fortune, she asks Gogo to pinch her to make sure this isn't a dream. The moment he does, Lily finds herself transported back to the house she lived in when she was single. Gogo is gone. It's as if they *never* met. When Lily tracks him down she finds that he's married to someone else and has no memory of her. In this reality, Gogo has none of his boyish charm, and instead of being a doctor, he sells drainpipes for a living. Lily knows it's up to her to save Gogo and return them both to the wedded bliss they were meant to have - but the only way to do that is to break the curse.

With Dolly and Selma's help, Lily sets out to determine where Gogo's life went off track. In doing so, she builds his confidence, physically and mentally transforming him back to the man he once was. But when he starts to fall in love with her all over again, Lily is faced with the age-old question: Is it better to have loved and lost than never to have loved at all? Or should she just say screw it all and let the chips fall where they may?

The rights to Adena's first novel – *The Ten Best Days of My Life* (2008) – were acquired by 20th Century Fox. Shawn Levy (“Date Night,” “Night at the Museum”) will direct, Amy Adams will star, and Josh Klausner (“Date Night”) is currently writing the script. Levy and Adams are producing. And now Twentieth Century Fox has also optioned Adena's most recent novel, 29, and tapped scribe Ellen Rapoport to pen the feature film adaptation with an all-star cast to be announced soon!

About the Author:

ADENA HALPERN has a bachelor of fine arts degree in dramatic writing from New York University and a master of fine arts degree in screenwriting from The American Film Institute. A proud Philadelphia native, she's resides in Los Angeles with her husband, screenwriter Jonathan Goldstein. Please visit Adena at www.adenahalpern.com.

PINCH ME: A Novel

By Adena Halpern

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For more information on **PINCH ME** please visit:
www.adenahalpern.com or www.simonandschuster.com.