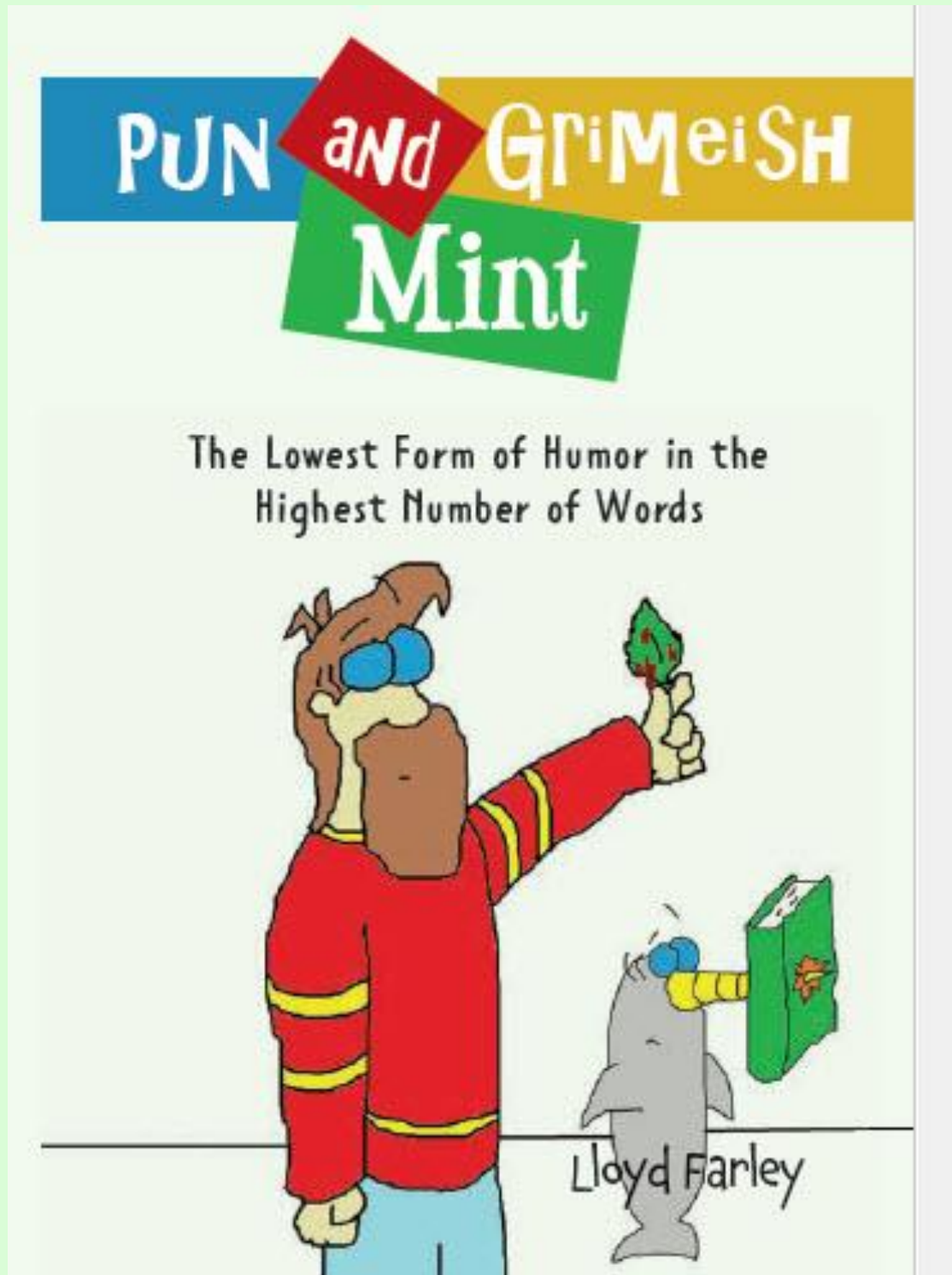


MEDIA KIT FOR
PUN AND GRIMEISH MINT

By Lloyd P Farley





ABOUT THE BOOK

PUN AND GRIMEISH MINT, By Lloyd P Farley

THE LOWEST FORM OF HUMOR IN THE HIGHEST NUMBER OF WORDS

Dad jokes. Groaners. Head-shakers. Whatever you call them, puns are everywhere, but often they're the same, old and tired jokes that have been around for ages. It was Shakespeare who wrote, "A haggard pun that hast been freshened with updated visage, scattered worldwide across the web verily, doth not a new meme make." Wait, that may have been someone else... Regardless, what if there was a place you could find truly unique and original puns, crafted into mini stories that build up to that inevitable groan? "Pun And Grimeish Mint" is that place. It is a book with original puns from end to end as written by Lloyd Farley, a newcomer to the publishing community and a long-time wit hailing from Calgary, Alberta.

"Pun And Grimeish Mint" is wholly and truly unique. Each page engages the reader in a story, one that takes its time before hitting its destination, a pun that elicits groans and laughter. Better still, the puns in this collection are original creations of the author, Lloyd Farley. Lloyd takes great pride in presenting puns that haven't been seen or heard before, with a wide variety of inspirations ranging from popular culture to well-worn phrases, and all points in between.

"Pun And Grimeish Mint" is a one-of-a-kind humor book, one that holds something for everyone. A breezy, clean read that will have you shaking your head and laughing at the absurdity. Unique and original, It's the lowest form of humor in the highest number of words.

Lloyd P Farley

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AUTHOR BIO

Lloyd P Farley. A man. A maker of puns. A legend.

Lloyd Farley, born and raised in Calgary, Alberta Canada, is a newcomer to the world of publishing. From an early age, Lloyd developed a passion for uplifting people. Impersonations, cartoons, and well-timed humorous remarks were integral in his quest to bring out the child in friends and family. Writing, though, was a favorite. Starting in his teens, Lloyd had a knack for the art, crafting short-stories and essays where his abilities to write often compensated for his procrastination, and the annual Christmas letter, a highly popular tradition. Then in 2009, Lloyd was introduced to the world of Facebook. Taken aback at the number of posts highlighting what meals had been eaten and which workplaces were the worst, Lloyd made it a priority to do something different, something unique.

He began writing puns.

Lloyd was fluent in punnery yet had never found a consistent outlet for his creativity. Facebook was a perfect match. He would regularly post puns of his own creation – one or two sentence puns to start, but eventually developing into mini-stories with the inevitable groaner at the end. Inspiration came from everywhere – pop culture, familiar sayings, phrases, crossword puzzles and more. Nothing was sacred. Then along the way the idea to collect these puns into a book took root. Lloyd pulled together the many puns he had drafted over the years and began rewriting them into mini-stories, culminating in his first foray into publishing – “Pun And Grimeish Mint.”

Known as the “Happy Trails guy” due to his persistent use of the phrase, Lloyd spends his time indulging his child-like spirit and reveling in his family life with his wife and two children. Lloyd’s day job of over 30 years has been with an oil and gas service company (but writing is way more fun). His interests include drumming, drawing, comic books, bad movies, Celtic-punk, Aerosmith, and impersonations. Lloyd’s past is littered with varied endeavors – summer camp director, youth retreat leader, acting, and stand-up comedy. Most importantly, Lloyd is always on the hunt for inspiration. Even at 2:00 am when an idea hits and he has to flail about to type it in his phone. That is commitment.



Pure awesomeness – Lloyd Farley 2020/12

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QUESTIONS AND ANSWERS

Q: "... the idea to collect these puns into a book took root." Come on, surely there's more to it than that?

Okay, there is. And don't call me Shirley. As mentioned, Lloyd began writing puns on his Facebook account, developing a fanbase along the way and even using them in presentations, emceeing and stand-up routines. One day, a commercial came on for "Canada's Got Talent", a venture led by the good folks at Breakfast Television Toronto. Lloyd submitted a video of himself telling a few of his puns. Soon after, one of the producers contacted Lloyd and informed him that while he didn't make the final cut (most likely due to his controversial views on squirrels in government) they had enjoyed the submission. It was then that Lloyd saw an opportunity – Pun And Grimeish Mint.

Q: What separates "Pun And Grimeish Mint" from the pack?

"Pun And Grimeish Mint" contains mini-stories that end in puns. While that in itself isn't necessarily unique, the broad scope of inspiration and the absurd nature of the stories is a rarity.

Q: How do you come up with these puns?

Literally everywhere. Pop-culture, everyday phrases, homonyms, and crossword puzzles have been an endless source of material.

Q: Can you stop?

Never.

Q: What's the deal with the book cover?

The overall design was done by the good people at Friesen Press, but the illustration and the tagline are Lloyd's. The man holding the soiled mint leaf is a self-portrait (but with less grey... er, platinum hair). The narwhal is Noddy, and he has a fascinating history that involves a storybook where he accidentally impales Neil Sedaka, dresses up as Neil Sedaka so that his friend isn't sad, and discovers he didn't impale Neil Sedaka at all, but a wax statue on its way to Madame Tussaud's. As wonderfully weird as it sounds.

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MARKETING PLAN

Overall strategy: “Pun And Grimeish Mint” is filled with wholly original mini-stories that end in puns. Humor books that focus on puns are few and far between, and those with unique, varied puns are rarer still. Promoting the idea of some light reading that is funny, absurd, and literally unlike any other pun book has been the primary strategy to date.

Target audience: The variety of jokes ensures that there is something for everyone ages 14 and up, with most content relatable to those in the 30 to 60 age group. In addition, “Pun And Grimeish Mint” is best enjoyed by those with a good understanding and appreciation of the English language.

Competition: Few and far between, as discussed above.

Bookstores: Bookstores have not been approached for consignment to date, given the current pandemic and social limits that have been introduced to limit the spread of Covid. Once there is a return to “normal” there will be activity on this front.

Book launch: The plan is to have an online book launch in early January 2021 that will include live book-signings for those that have purchased this option through the website. Full details to follow.

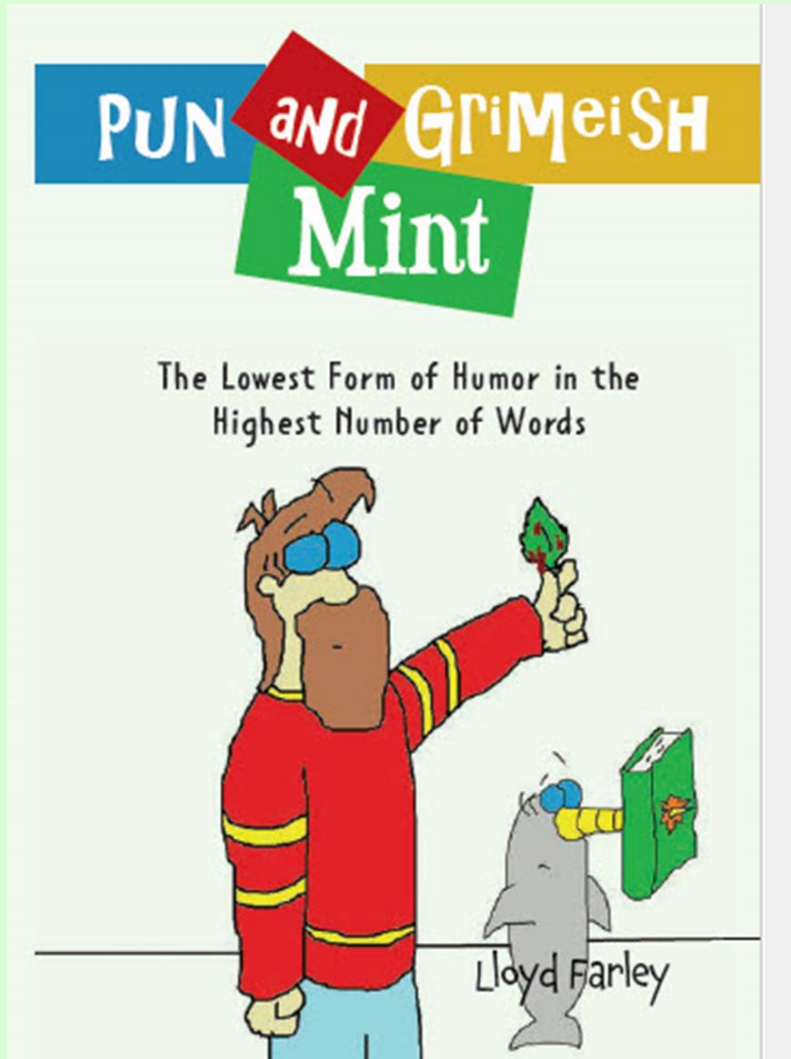
Media kit: This media kit will be made available to radio, TV, and printed media outlets.

Online presence: A full suite of social media has been created and introduced: the website, Facebook, Twitter, Instagram and others.

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ORDERING INFORMATION



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FriesenPress Bookstore Prices:

eBook \$5.99 USD

Paperback \$14.99 USD

Hardcover \$21.99 USD

Retailer prices will vary, depending on currency, exchange rates and store policies.

Available Online

[Amazon](#)

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