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FOR IMMEDIATE RELEASE:

**HOLLYWOOD PUBLISHER ANNOUNCES FIRST
PERFORMANCE ART NOVEL BY A PERFORMANCE ARTIST**

Forthcoming Capers About Two Performers Who Kidnap Billionaire Boss
And Turn Him Into A Performance Artist

LOS ANGELES, CA, November 13, 2013 — Freakshow Books announced today that it will publish Two Performance Artists Kidnap Their Boss And Do Things With Him, the debut novel of L.A. writer and performance artist Scotch Wichmann. A first-round finalist in Amazon's 2013 Breakthrough Novel Award Contest, the caper-comedy tells of two performance artists who cook up a scheme to kidnap their ruthless boss and turn him into a performance artist. The book goes on sale in Spring, 2014 in both paperback and E-Book formats.

"It's the first performance art novel by a working performance artist," said K.D. Kersten, publisher. "It explores why performance art remains so controversial, and tackles themes like fame, narcissism, and criticism, which are all timely in our 'watch me' culture of reality TV, Instagram, and YouTube."

The novel introduces Hank and Larry, two best friends desperate for fame in San Francisco's underground performance art scene. But when the mind-numbing grind of their corporate jobs drives them over the edge, they plot the ultimate revenge performance: to brainwash their CEO into becoming a manic performer.

A protégé of seminal L.A. performance artist John M. White, Wichmann launched himself into the L.A. performance art scene at age 19 by snorting lines of shaved mouse fur. His award-winning work continues to be featured at art galleries and fringe festivals across the U.S. and abroad.

Wichmann is no stranger to controversy. In 2007 he launched Meth Coffee, an underground coffee company in San Francisco, as both a branding experiment and an ongoing performance. Calling himself "The Drinker," he acted as the company's cracked-out spokesman, attracting press from CNN, NBC, FOX, NPR, Maxim, The Washington Post, and The New York Times while selling super-cafeinated coffee beans in white drug bags. The product was eventually banned in several areas, including the state of Illinois by its Attorney General, who found the concept objectionable.

Freakshow Books secured North American paperback and E-book publishing rights to the novel earlier this year.

For additional details, including a video trailer, visit the book's website at www.2p4m.com, or contact K.D. Kersten at (415) 317-3318

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SCOTCH WICHMANN is a writer and performance artist. A regular feature at art galleries, fringe festivals, and comedy clubs across the U.S. and abroad, his performance troupe was nominated for Best Comedy at the 2013 Hollywood Fringe Festival.

FREAKSHOW BOOKS is an independent publisher in Los Angeles dedicated to printing edgy fiction and non-fiction.

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