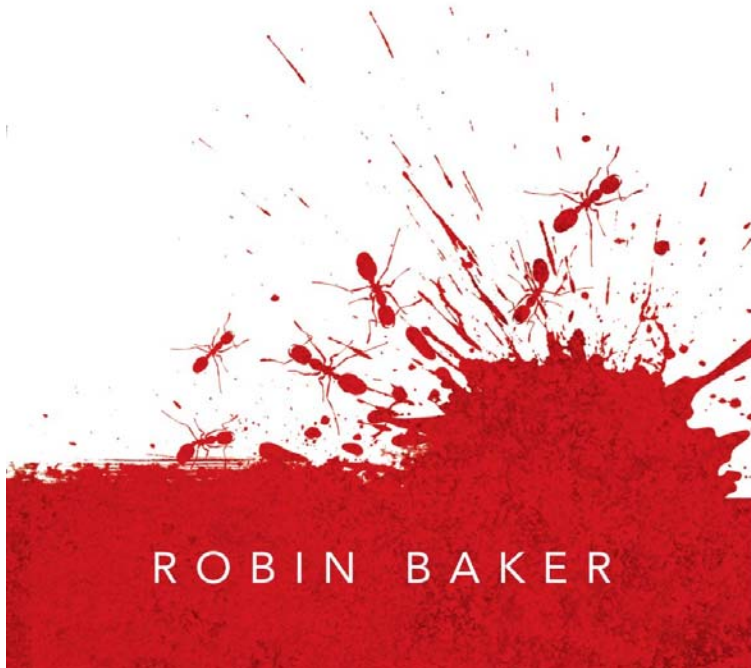


'...doesn't miss a beat, all the way to an ending  
that'll knock you sideways'

**BEST-SELLING AUTHOR, NICK EARLS**



## KILLING RICHARD DAWSON



### Media kit

Media interviews and images

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For immediate release  
16 March 2010

## MEDIA RELEASE

**From the kitchen table to a partnership with a major book distributor, exciting new Australian publisher *Pantera Press* releases its first fiction title *Killing Richard Dawson* by hot young Australian author Robin Baker on 3 May 2010. It's "*Dexter meets Catcher in the Rye*" and "*Bret Easton Ellis meets Nick Earls*."**

"...doesn't miss a beat, all the way to an ending that'll knock you sideways" - best selling author NICK EARLS

**Scouring the country for Australia's next Tim Wintons, Kate Grenvilles or Maggie Aldersons, *Pantera Press*, a new voice in Australian publishing, fosters the best of Australia's new literary talent with its launch in May/June 2010 of four new titles, two fiction and two non-fiction, in May/June 2010 and more later in the year.**

***Pantera Press* is "destined to become a major independent publishing force in Australia and New Zealand," according to Simon & Schuster Australia, its distribution partner.**

*Pantera Press's* core aim is to become 'a great home for the **next generation** of Australia's **best-loved authors**'.

With its mantra of **good books doing good things™** *Pantera Press* has developed innovative financial and philanthropic models. These mean **authors have more support than ever for their writing** (a 50% profit share instead of royalties), and philanthropic programs, such as ***The Smith Family's Lets Read* initiative, will receive a financial boost to help combat illiteracy at the earliest stages.** Since 2008, *Pantera Press* has also sponsored the coveted ***Walkley Awards*** for excellence in newspaper feature writing.

*Pantera Press* is a **family business**, teaming **passion and love for literature** with **solid business expertise, the backing of major distributor *Simon & Schuster*** and support from a growing **stable of some of Australia's finest publishing industry talents.**

"After two years of intensive research, in Australia and overseas, we concluded the Australian publishing industry had space for a new publisher focused on fostering new talent, and new writers who create well-written, riveting reads with strong narrative and engaging characters," says Alison Green, co-founder, *Pantera Press*.

"Our first fiction title, *Killing Richard Dawson*, a debut novel written by young Perth-based funeral director Robin Baker, is a perfect fit... a gripping and poignant black comedy, with wide appeal."

"Though it's a book centred on issues facing Gen Y and their casual dissatisfaction with modern life, it appeals to everyone who's experienced life's vicissitudes - love, friendship, booze, morality, death," she adds.

***Killing Richard Dawson* (in bookstores from 3 May)** is a brilliant fast-paced story with a surprising twist. It cleverly traverses the inner and outer worlds of its contemporary university student protagonist with wit and humour as he navigates his way through the relational landscapes of loss, mateship and unrequited love. Death is the only constant in his life, yet it is dealt with an irreverence echoing Evelyn Waugh's satire on death. ../over

Robin Baker is a young ex-English teacher, turned funeral director who knows the terrain of death well.

"I'm fascinated by the darker places of life and its undercurrents. While I was writing *Killing Richard Dawson*, the mass media was saturated with sanitised Gen Y narratives and I wanted to write something more accurate and representative of their experience," says author Robin Baker.

"I created a protagonist who's a social misfit, someone self-centred, who doesn't care about anything or anyone, a combination of light and dark forces. The tricky part was to get the reader to sympathise with an essentially unlikeable character and that's where the book's tension lies."

*Pantera Press's* second *fiction* release (in bookstores from 1 June ) will be **Sulari Gentill's *A Few Right Thinking Men***, a rich, cinematic historical crime novel based on a fascinating and under-reported time in Australia's history – the rise of both Fascism and Communism in the 1930's, where the nation experienced a direct, tangible threat of war and great social divide. A character-driven novel, the three main protagonists eloquently symbolise the irreconcilable positions taken by a young nation beset by fear and economic and political crisis.

As for its upcoming **non-fiction** titles, *Pantera Press* is launching its **unique series of debate-books, *Why vs Why***<sup>™</sup>, each book on one contentious issue written by two rival expert advocates, and with no editorial or other publisher bias.

This series presents all the information on a complex topic in an easy-to-read, 2-books-in-1 format and in one place. It is part of *Pantera Press's* wish to **foster debate** in this rapidly changing and confusing world, covering environmental, community, social, political and other issues. Topics which have no easy answers and leave the general public debating. The first two books are on *Nuclear Power* and *Gay Marriage* (and will be **in bookstores from 3 May**).

"Our unique ***Why vs Why***<sup>™</sup> series distils hot topics into digestible chunks. While written by dueling experts, they're easy-to-read and accessible to a wide audience, without being dumb-downed. They're suitable for anyone from senior high school students to grey nomads, and everyone in between," says John Green, co-founder, *Pantera Press*.

"Our hope is that our ***Why vs Why***<sup>™</sup> series gets people talking more about the issues that matter."

***Killing Richard Dawson*** by Robin Baker

**Publication date 3 May 2010** | RRP \$24.95 | ISBN 978-0-9807418-0-3 | [www.PanterraPress.com.au](http://www.PanterraPress.com.au)

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**Media interviews and author/cover images:**

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### ***Pantera Press?***

In partnership with its major book distributor *Simon & Schuster Australia*, *Pantera Press* is a new independent Australian publishing force.

*Pantera Press* is focused on discovering and nurturing new writing talent... writers who create well-written, riveting reads, in quality popular nonfiction and fiction. *Pantera Press's* first list is being released in 2010, launching with four new titles, two fiction and two non-fiction in May/June 2010 and more to come later in the year.

*Pantera Press* aims to publish *books that readers will rave about*. Their initial focus is on discovering and nurturing new writing talent... writers who create well-written, riveting reads with broad appeal. Their core goal is to become **"a great home for the next generation of Australia's best-loved authors"**.

As well as launching new authors, with its symbiotic mix of business and philanthropic objectives called ***good books doing good things***<sup>™</sup>, *Pantera Press* will use some of its profits to promote the joys of writing and reading, foster debate of important ideas and issues, and help close the literacy gap.

*Pantera Press* already sponsors the prestigious ***Walkley Awards*** and is developing a partnership with ***Let's Read***, a literacy program for pre-school children and their families being implemented around Australia, including indigenous communities, by The Smith Family.

*Pantera Press's* readers will not only get great stories and insights but they'll feel good about it. *Pantera Press's* fresh approach has already won early positive media profile and support with articles and interviews in *The Sydney Morning Herald*, *The Australian*, ABC Radio 702, and trade magazine *Bookseller + Publisher*.

### ***Who is behind Pantera Press?***

*Pantera Press* is **a family business, founded by the Sydney-based Green family**. Their *kitchen table is their board room*. What they passionately debate around that table is an unusual mix of... **business**, the **arts** and **philanthropy**... things that have driven their family for years.

**Alison Green**, with a background in **Psychology, Business Strategy & Marketing**, has been working full-time running *Pantera Press* for the last two years. It was Alison's **creative vision** that spotted how the Green family's **trio of passions**, *business, the arts & philanthropy*, could be brought together so uniquely and it was Alison who **excited the whole family** into starting *Pantera Press*.

**John Green** (Alison's father) has **35 years in business**, with some of Australia's biggest companies as a **company director, investment banker and lawyer**. (For many years, John was also on the board of **publisher, UNSW Press**. In fact, in the 1970s, he helped saved the Press from being closed down.) John is also a well-known **business writer**, with his pieces having appeared in publications such as *Business Spectator*, *The Australian*, *The Australian Financial Review* and *Company Director*.



## About Robin Baker:

A young former English teacher, turned funeral director. Knows death. Lives in Perth, Australia.

**Killing Richard Dawson** is his debut novel.

*I have always enjoyed writing, ever since I was able to. I started to take the craft seriously toward the end of high school and began studying Creative Writing full time in 2000 (I also studied film, acting, social psychology, both ancient and contemporary philosophy and later completed a post-graduate degree in secondary teaching).*

*During my time at university I started to write this novel, as well as many short stories and scripts, some of which were produced by the university's screen academy. One short story was selected by author John Harman to be part of an anthology of young Western Australian writers, but unfortunately funding for the project fell through.*

*I began teaching high school English after my studies but am currently working as a funeral director. It's interesting but has little to do with my writing passion. But it is certainly eye-opening and provides the basis for some of macabre humour which often finds its way into my work!*

*I particularly enjoy writing engaging and believable characters, as well as intricate plot lines and twists in the narrative. This does make my work hard to summarise but I feel it is a worthwhile trade-off.*

*I am currently 27 years old and finishing my second novel, **Chasing the Sun**, which Pantera Press is publishing in 2011.*

