

## Book Parties Generate Publicity

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#### 'Dirty Girls' comeback celebrated in 'sucia' parties

BY ERASMO GUERRA

Wednesday, July 16th 2008, 4:00 AM



Showsiter, Aaron, Freelance

Toni Plummer (r.) hosts a Brooklyn "Dirty Girls on Top" release party.

It's been five years since the Dirty Girls — the six sexy, sassy, sophisticated, and irreverently self-described sucias — traded gossip in the best-selling "The Dirty Girls Social Club" by Alisa Valdés-Rodríguez.

Now, in further proof that sucias stick together, her fans are gathering at Dirty parties to fete the release of the sequel, "Dirty Girls on Top" (\$25, St. Martin's Press) — and even chat online with the author.

"I found the whole idea exciting," said Toni Plummer, 28, an associate book editor who hosted a soiree in her Boerum Hill, Brooklyn, apartment Saturday night.

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**DIRTY GIRLS ON TOP** by Alisa Valdes Rodriguez [NOVEL] *Caliente* is the best word to describe this steamy sequel to the best-selling *The Dirty Girls Social Club*. Five years have passed, and even though the self-described dirty girls are all grown up, they're anything but wiser in this madcap, full-of-heart adventure.



"People magazine calls *Dirty Girls on Top* the perfect follow up to *Sex in the City*!"



"The PartyLaunch site made organizing book parties for my novel's release a breeze. I could never have done this otherwise. I truly believe the parties boosted first-week sales for me in a way no other method could, and I am grateful to David Salie and the team at Party2Win for their dedication and for the intelligence of their site."

— Alisa Valdes-Rodriguez  
Author: *Dirty Girls on Top*

Visit [www.partylaunch.com](http://www.partylaunch.com) to put parties to work for you.



Alisa simply set up a party site at [www.partylaunch.com](http://www.partylaunch.com) and linked it to her blog

Hostesses were highlighted on the party blog, recognizing fans and building excitement



Every host and guest was automatically entered to win a trip to the Fairmont Princess Resort for lunch with Alisa



Alisa's sponsors included Southwest Airlines, People en Espanol, and Barnes & Noble. Sponsors can provide prizes, underwrite the cost of a conference call or webcast, or provide goodie bags for hosts and guests



Alisa's fans signed up to host parties all over the country. Parties ranged in size from 19 people to over 300 guests! PartyLaunch can support dozens, hundreds, or even thousands of parties



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# Alisa Valdes-Rodriguez And “Dirty Girls Book Parties”



Author and PartyLaunch client Alisa Valdes-Rodriguez has a reputation. Not only is this talented writer known as the “Godmother of Chica Lit,” having led the market for English language novels catering to Latina readers, but she also has shown herself to be a state-of-the-art marketing maven. Always ahead of the curve in finding innovative ways to connect with fans of her “Dirty Girls” series of novels, Alisa has once again pushed the envelope by launching a successful round of “Dirty Girls Book Parties” for the launch of her newest book release.

Alisa used her own web site, her blog, a clever contest, pre-launch interviews and more to promote a new kind of book launch party for the release of her fifth novel, “Dirty Girls on Top.” Alisa's marketing savvy, combined with the powerful organizing tools of PartyLaunch.com, succeeded in recruiting over 50 book launch parties nationwide to celebrate the new novel, engage her most enthusiastic fans, bring in new readers, and – most of all – promote sales.

“We’re actually IM-ing her at her house. . . At a reading all you get to say is ‘I liked your book’ and then keep moving”



Some of the parties featured fun, cosmo-sipping, “Sex and the City” themes. Hosts of other parties focused on girl-talk and gossip. On several evenings, Alisa joined simultaneous parties with a live online chat. “The fact that we’re actually IM-ing her at her house,” one host said, shaking her head. “At a reading all you get to say is ‘I liked your book’ and then keep moving.”

With Alisa’s “novel” approach to growing her empire (she’s going multi-media, with a Nickelodeon tv series based on her teen novel and a feature film based on her first novel in the works), Alisa’s reputation for innovation is guaranteed to grow. So keep your eyes on the career of this ambitious “sucia,” and while you’re at it, buy her book, and attend – or, even better – host a Dirty Girls Book Party yourself.

Call Rich Meier at 703-635-2893  
or email [rmeier@partylaunch.com](mailto:rmeier@partylaunch.com)  
to learn more about book parties



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