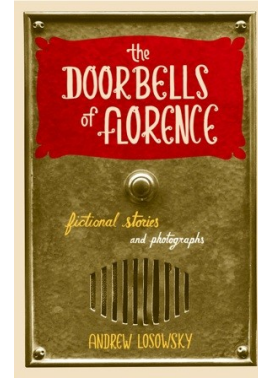


FOR IMMEDIATE RELEASE

- **Award-winning author performs an unusual reading – inside a Washington, DC hardware store**
- **For the launch of *The Doorbells of Florence*, author Andrew Losowsky will woo customers at 5th Street Ace Hardware, 1055 5th Street NW, Washington, DC 20001**
- **The reading will take place on May 15th, at 6pm**



(Washington DC, April 27th 2009) When an author has a new book, the usual response is to do a tour of bookstores – but not for Andrew Losowsky. Starting in Washington, DC on May 15th, he is doing a series of readings inside independent hardware stores.

His latest book *The Doorbells of Florence* (Chronicle Books, \$18.95) is a collection of beautiful photographs of doorbells from Florence, Italy, matched with fictional stories about the people he imagines live behind each door. The LA Times calls it “imaginative and engaging,” while Joanne Harris, author of the NYT bestseller *Chocolat*, says it is “more fun than anything else I have seen this year.”

“It’s a celebration of the art of the doorbell, and of the unintentional messages we give by choosing one doorbell over another,” says Andrew Losowsky, who is based in Rhode Island. “I can think of no better place than a hardware store to help promote that idea. Who knows, I might also be able to advise any customers trying to choose a doorbell, on which one best matches their personality!”

5th Street Hardware is a recent addition to Logan Hardware's ACE Hardware stores, and is the local-based company's largest so far, with more than 9,000 square feet of retail space on two levels, and more than 20,000 items in stock.

According to owner Gina Schaefer, the combination of book reading and hardware store is the perfect match for her. She says “We have always promoted independent writers and booksellers in our stores and are thrilled to be a part of Andrew’s book tour”.

The book also has its own website, www.doorbellsofflorence.com, where you can find high-resolution images of the book's cover and of the author, Andrew Losowsky, as well as more information about the book.

About the author

British-born Andrew Losowsky is an award-winning writer and journalist for The Wall Street Journal, The Guardian and Wired magazine among many other publications. *The Doorbells of Florence*, his first fiction book, has already won the Lulu Blooker Prize for Fiction. It is also being adapted into a play, opening in London in late May 2009. He has a website: www.losowsky.com

About Logan Hardware

Logan Hardware was the first location for local entrepreneurs Gina Schaefer and Marc Friedman. Sensing a void in their urban neighborhood, the couple joined the Ace Hardware cooperative to bring hardware to city-dwellers. Logan Hardware opened in 2003 and the sixth location is currently being built out in Baltimore, MD.

Founded in Chicago in 1924, Ace Hardware Corporation has grown to become America's neighborhood hardware retailer. Over the years, we've built the brand from a small group of hardware stores to a network of more than 4,800 locations across the globe.

Contact details:

Andrew Losowsky: andrew@losowsky.com, 401-338-3172. He is available for interview.

CW Kelley, ACE Hardware DC's events coordinator, can be reached at 202-465-4342.

April Whitney is Chronicle Books' representative. Contact her for copies of the book and more information at 415-537-4253, april_whitney@chroniclebooks.com