

Upside Down in the Yukon River: Adventure, Survival, and the World's Longest Kayak Race

Steve Cannon

Contact

(503) 287-7798

www.noblepress.com

kludwigsen@noblepress.com

Kristen Ludwigsen, Publicist

June 26, 2019

When Steven Cannon secures a spot competing in the Yukon River Quest, the longest kayak race in the world, he has the chance to put his struggles with addiction behind and finally move on. Steve is confident he won't end up a DNFer. But his dreams of finishing the race soon becomes a fight for his life when he finds himself capsized in the Yukon River with the dangerous wilderness of Canada surrounding him. This riveting and inspiring journey of perseverance is a reminder of what one person can endure and overcome, even in the harshest of conditions.

Book Details

Pub date: 06/26/19

Print Paperback: 18.00

ISBN-13:

978-0326803999

Ebook: 10.00

Survivalist Memoir

300 pages

5.5 x 8.5 inches

10 b&w/color images

Available at Indie Bound,

Amazon, Powell's

Advance Praise

"I've never been more inspired to get up off the couch and run a marathon, or heck, hop in a kayak and paddle my way up the Yukon, just like Steve Cannon bravely did in this impossible to put down memoir."

—**Jimmy J. Ski**, author of *On the Willamette*

"Absolutely thrilling! I was hooked on this stunning memoir from the get-go. If I were to ever meet Steve Cannon in person, I'd be honored to shake the hand of this brave adventurer."

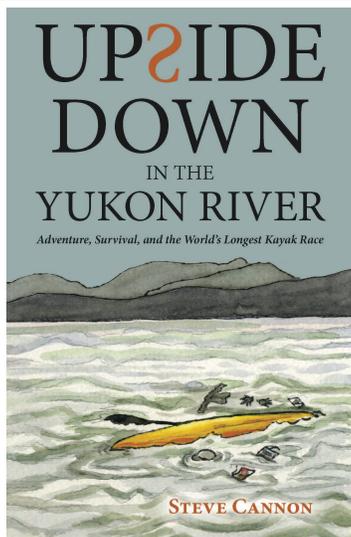
—**Snow Paddleton**, author of *River Waddle Blog*

"This gem of a memoir has something to teach all of us."

—**Kay Sequoia**, *Publisher's Weekly*

About

Steve Cannon grew up in Iowa and graduated from the University of Iowa in 1998. *Upside Down in the Yukon River* was born out of a discovered love for writing and a great adventure that nearly killed him. His previous book, *40 Days*, was published in 2015 and centers on his time running around the rim of Lake Michigan. Steve is a die-hard adventurer, and is a firm believer in the philosophy that anything can be accomplished, one small step at a time, because the universe has the back of anyone who dares.



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Marketing & Publicity

Book Tour

6/26/19, Des Moines, IA

6/28/19, Iowa City, IA

6/29/19, Cedar Rapids, IA

6/30/19, Denver, CO

7/1/19, Boulder, CO

7/2/19, Minneapolis, MN

Paid Social Campaign

- Instagram, Twitter, and Facebook campaigns

Contests & Giveaways

- Signed copy giveaways

Holidays & Themes

- 20th Anniversary of the Yukon River Quest

Awards

- Nautilus
- Indie Book Awards

Excerpt

Fear could be a good thing at times, and certainly, this was one of those times. But there was also a balance to be struck. Thirty miles to get across this beast was the distance “as the crow flies.” As the crow flies meant point to point, and that meant straight down the middle of the lake; which was not an option. The seemingly serene waters were as misleading as fool’s gold. Much like the gold rush that drew explorers here at the turn of the century, danger or worse waited for those who did not give this place its due respect. The event rules made it clear that the quarter-mile-from-shore limit was non-negotiable. And, if caught too far from shore, you would be scolded by the race officials. Ignore their scolding, and you would be disqualified. The race directors had ample stories to justify their rules. With waves on the lake now three feet and growing, I was about to become one of their stories.

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3206 NE 42nd AVE, Portland, OR, 97213 • www.noblepress.com • (503) 287-7798 • noblepress@noblepress.com

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