

UPSIDE DOWN IN THE YUKON RIVER

Steve Cannon

Hook:

A man's dreams of winning the world's longest kayak race morph into a battle for survival when he finds himself capsized on the race's deadliest stretch. Will he make it to the finish line?

Description:

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 DNF'er. But his dreams of finishing the race soon becomes a fight for his life when he finds himself capsized on the Yukon 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.

Key Selling Points:

- Exciting true story that is both entertaining and educational.
- The Yukon River Quest is the world's longest kayak race but has seldom been written about.
- Inspiring tale that proves not only is no dream too big to dream, but that you and you alone control your destiny no matter how hard nature tries to interfere.

Audience:

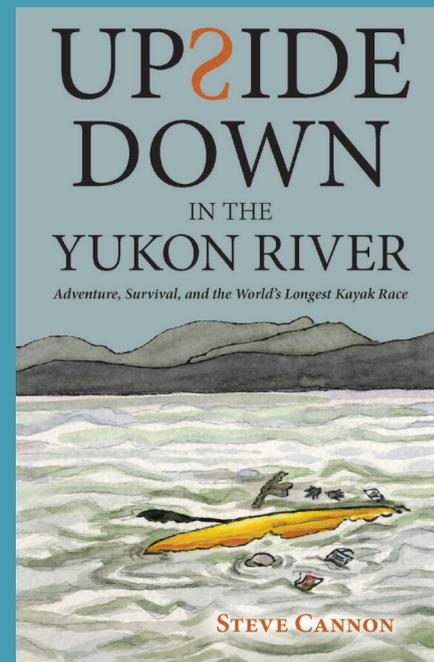
- Adult males ages 25 - 35
- Kayaking and outdoor recreation enthusiasts
- Fans of the Discovery Channel
- People who have struggled with addiction

Author:

Steve Cannon grew up in Iowa with a couple of stints in Colorado. He 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 2016 and is about his time kayaking on Lake Michigan. Steve believes anything can be accomplished with one small step at a time, because the universe has the back of anyone who dares.

Comparative Titles:

ISBN	Title	Author	Publisher	Pub Date	List Price	YTD Sales
978-0316396707	Kings of the Yukon: One Summer Paddling Across the Far North	Adam Weymouth	Little, Brown and Company	May 15, 2018	27.00	1,279
978-0385541626	Disappointment River: Finding and Losing the Northwest Passage	Brian Castner	Doubleday	March 13, 2018	28.00	3,844
978-0316433792	North: Finding My Way While Running the Appalachian Trail	Scott Jurek	Little, Brown and Company	April 10, 2018	28.00	13,839
978-1101985106	Tip of the Iceberg: My 3,000-Mile Journey Around Wild Alaska, the Last Great American Frontier	Mark Adams	Penguin Group	May 15, 2018	28.00	8,860



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BISAC Categories & Codes:

BIO023000 BIOGRAPHY

& AUTOBIOGRAPHY /

Adventurers & Explorers

BIO038000 BIOGRAPHY

& AUTOBIOGRAPHY /

Survival

SPO025000 SPORTS &

RECREATION / Kayaking

Marketing & Publicity Highlights:

- Book tour with Steve Cannon visiting regional bookstores to discuss his plight on the Yukon River.
- Targetted reviews from outdoor and recreation blogs, BookTubers who review adventure memoirs.
- Targetted reviews in *Publisher's Weekly*, *Shelf Awareness*, and Kirkus.
- Target airport bookstores and outdoor retailers.
- Social media campaign promoting the book through giveaways, photographic content, Yukon River information, and ebook discounts.
- Twitter, Facebook, and Instagram campaigns featuring books in the wild, motivational visual quotes, and holiday tie-in visual quotes in November and December.
- Tie-in with 20th anniversary of the Yukon River Quest.

Praise

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

-Jimmy J. Ski, author of *I Almost Drowned 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 Paddington, of *River Waddle Blog*

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

-Kay Sequoia, *Publisher's Weekly*

About the Publisher

Noble Press was established in Portland, Oregon in October 2018, and has been committed to publishing captivating stories ever since.



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