

Who Moved My Mouse?

Info Sheet

Title: Who Moved My Mouse? A Self-Help Book For Cats (Who Don't Need Any Help)

Author: Dena Harris

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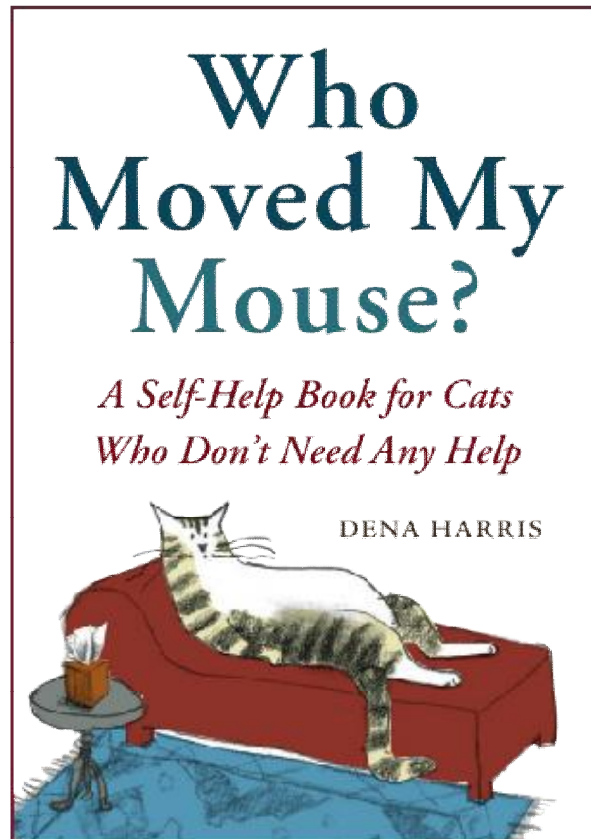
Price: \$9.99 (Kindle edition)

Publisher: Ten Speed Press

Order Information:

www.selfhelpforcats.com

www.randomhouse.com



Synopsis:

Has kitty been overindulging in catnip to fill the vast emptiness within? Does self-actualization always remain one whisker away? This indispensable guide, based on classic self-help texts and filled with quizzes, exercises, and insider tips, will teach cats to make small, daily changes (e.g. Become an Early Riser – and Force Others to Join You) to improve their lives. With chapters like “Don’t Sweat the Small Stuff . . . But Feel Free to Freak Out Over Anything That Moves Suddenly or Without Warning” and answers to pressing existential questions such as “Where are you going with that ham?,” this manual empowers cats to make the twenty minutes they’re awake each day the *best* twenty minutes of their lives.

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FOR IMMEDIATE RELEASE

Finally! A Book That Addresses the Inner Angst of the Housecat

Of the bestselling titles in today's \$2 billion self-help market, astonishingly not *one* addresses the inner angst of the modern housecat. Until now. *Who Moved My Mouse? A Self-Help Book For Cats (Who Don't Need Any Help)* pries open the secrets to a self-realized life.

At the heart of this deeply introspective text is the ancient—and completely spot on—idea that nothing is ever a cat's fault. Cats who take the time to work through the quizzes and exercises in this book will walk away, tail held high, with the comforting knowledge that they are never to blame. Everyone else, however, has some explaining to do.

With chapters that include "A Cat's Conversations With God," "How to Win Friends and Influence Dog People," and "Don't Sweat the Small Stuff... But Feel Free to Freak Out Over Anything That Moves Suddenly or Without Warning," today's felines find the answers to the questions they've been asking. *Who are we? Why are we here? Where are you going with that ham?* This indispensable guide empowers cats to make the twenty minutes they're awake each day the best twenty minutes of their lives.

Author Dena Harris has been a humor columnist for *Cats & Kittens* magazine and contributor to *Chicken Soup for the Cat-Lover's Soul*. The author of *Lessons in Stalking* and *For the Love of Cats*, Dena lives in Madison, North Carolina with her husband and two cats in a home filled with expensive, never played with cat toys.

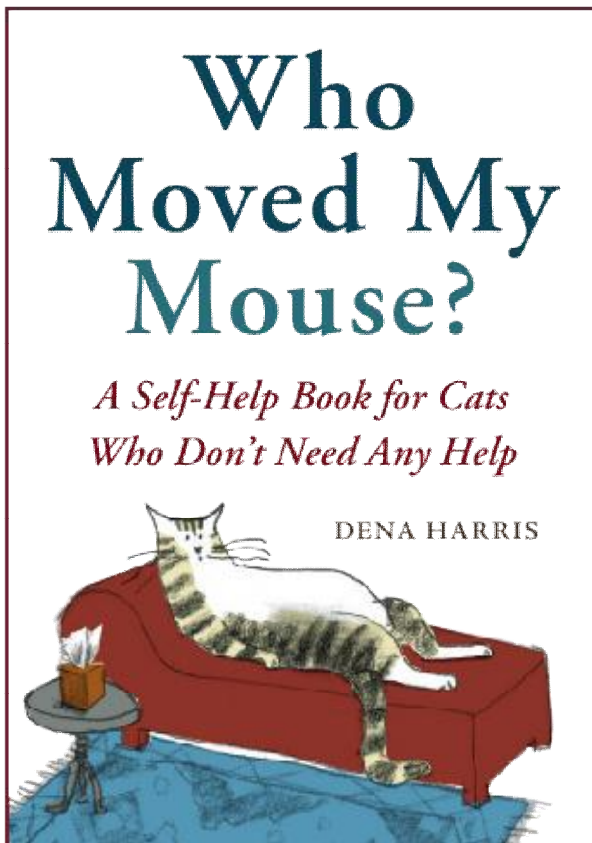
Who Moved My Mouse? A Self-Help Book For Cats (Who Don't Need Any Help) will be available October 19th, 2010 from Ten Speed Press (ISBN: 978-1580083560). For more information on the book and author, visit www.selfhelpforcats.com.

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For media review copies or press interviews, please contact Kara Van de Water at Ten Speed Press at kara.vandewater@tenspeed.com or 510-285-2966.

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What People (and Cats) Are Saying About *Who Moved My Mouse?*



"No longer satisfied with smelly shoes or two-hour tongue baths, today's cats are looking for more than the quick fix of a jingle-ball session. Beautifully written with thoughtful insights, this book helps cats understand why nothing they do is ever their fault."

– Kat Zebest, PhD, Head of Psychiatry, Stanford College

"While today's cats hide self-doubt behind dismissive 'you bore me' and 'I just sprayed the couch' smirks, underneath they are desperate to introduce meaning into at least eight of their nine lives. This masterful work answers their top questions."

– Harry Lickalought, life coach and author of *Be Your Best Feline*

"Cats worldwide will be turning to *Who Moved My Mouse?* to help with everything from low self-esteem (hint: move to higher ground) to dealing with smelly-shoe fetish. Destined to become the world's #1 best selling book about cats, embracing life, and regurgitation."

– Dr. Fraid E. Cat, author of *Dogs are From Mars (Why Didn't They Just Stay There?)*

"Cat books are like asses, everybody's got one."

– Dr. Cat Pill McGraw

"I wasn't anywhere near the mouse! I swear!"

– The Dog

Interview With Author

Dena Harris

Q: When and why did you begin writing?

A: In the late 90's I decided to take a correspondence writing course. The first time I received negative feedback I dropped the course and didn't write again for almost two years. I eventually took some on-line courses, found some writer friends, and built up a thick enough skin to withstand the industry. I grow bored easily and writing is the only career I've found where I'm constantly challenged.

Q: Did you always want to write about cats?

A: Not at all. It's one of those things that just happened. My husband and I were first-time cat owners and I was sending funny stories to family about our adventures with this fuzzy creature that had taken over our lives. I submitted a story to *Cats & Kittens* magazine and they bought it. Then they bought another one and another one and pretty soon I was their de-facto humor columnist. My first book, *Lessons In Stalking*, was a collection of my columns and from there I was contacted by another publisher to write *For the Love of Cats* and all of a sudden – bam! I'm a cat writer.

Q: Where do you get your ideas?

A: All I have to do is watch and observe. Eventually one of my two cats or my husband will do something cute, clever, or stupid and I just record it.

Q: Where did the idea for “Who Moved My Mouse?” come from?

A: I was brainstorming with friends and threw out the idea of a self-help book for cat owners. One of my friends said he thought it would be funnier to have a self-help book *for* cats and everyone just cracked up. I knew immediately there was something there. I loved the supposition that cats – who are typically seen as these aloof, manipulative, super-confident creatures – are really just neurotic messes like the rest of us. They're just better at hiding it.

Q: Did you have to do research for the book?

A: I went to the library and checked out every self-help book they had. *Every* book. One can only imagine what they thought of me.

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Q: Is there any specific skill set required to be a humor writer?

A: You must be named “Dena.” Okay, not really. As with most writing, what’s required is a keen observational sense. If you look at my stories or the jokes in *Who Moved My Mouse?*, 90% of what I write is factual and the humor comes from just slightly tweaking the remaining 10%.

Q: Can you give an example of how that works?

A: Sure. For the “A Cat’s Conversations with God” chapter, I made a list of all the physical and personality traits of a cat and then had the cat drill God on why He/She made things that way. For example, the cat asks why felines can see better than people in the dark, which is a fact. God’s reply is “I thought it would be funnier that way.” Who knows? Maybe that’s the real reason.

Q: Have any authors influenced your work?

A: When I started writing this book, I pulled some of Dave Barry’s books from the library. Reading his work, I noticed that every single line has humor in it. That was an eye-opener for me. I was writing a couple of sentences to a paragraph to set up a joke. I realized I would lose the reader. Dave’s work taught me to get funny right away.

Q: For as much as you write about cats, it’s surprising you have only two.

A: Actually, it’s surprising I even have the two. I have horrible allergies – dog and cat dander just sends me through the roof. I get a weekly allergy shot and try to keep the house clean to deal with it. I’m constantly trying to sneak a third cat past my husband and he’s constantly reminding me I’ll explode if we add any more cat hair to our house.

Q: You write about cats. What are your feelings toward dogs?

A: I love dogs! I’d have a dog, but my allergies just won’t allow it. Plus, the cats would mutiny.

Q: Do you have anything specific that you want to say to your readers?

A: Spay/neuter. And hug your pet today!

Dena Harris

Biography



“America’s #1 Cat Humorist,” Dena is a former humor columnist for *Cats & Kittens* magazine and the author of the soon-to-be-released *Who Moved My Mouse? A Self-Help Book for Cats (Who Don’t Need Any Help.)*

She is also the author of the award-winning humor collection,

Lessons In Stalking: Adjusting to Life With Cats, as well as *For the Love of Cats*. Her work appears in *Chicken Soup for the Cat Lover’s Soul*, *Cup of Comfort for Cat Lovers*, and *Chicken Soup for the Soul: What I Learned From the Cat*.

A freelance magazine writer by day (and caped cat crusader by night), Dena hosts a monthly AM radio show. Her articles have appeared in national and international publications including *Writer’s Digest*, *Art Jewelry*, *2007 & 2008 Novel & Short Story Writer’s Market*, *Pet Sitters International*, and many more. A diverse array of companies, individuals, and organizations rely on Dena for their corporate communications through her company, **Write For You**.

Dena graduated from Miami University (Ohio) with a degree in communications and earned her Master of Library and Information Studies degree at the University of North Carolina at Greensboro. Prior jobs include bodily-injury claims adjuster, database librarian, and job-coach for displaced homemakers.

Dena resides in North Carolina with her husband and their two cats, in a home packed with expensive, never-touched cat stuff.