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ABOUT MICHELE SERROS

Born in Oxnard, California, Michele Serros was a UCLA undergraduate when her first book of poetry and short stories, **Chicana Falsa**, was published. When Lalo Press, the original publisher of **Chicana Falsa**, went out of business, Michele sold copies of the book from her garage. Since then, **Chicana Falsa** has become required reading in high schools and universities across the country.

An award-winning poet and commentator for NPR, Serros has released a spoken-word CD on Mercury Records and toured with Lollapalooza as one of their "Road Poets." She was recently selected by the Getty Research Institute and the Poetry Society of America to have her poetry placed on MTA buses throughout Los Angeles County and is a featured contributor for the *Los Angeles Times*' children's fiction section.

Serros is currently writing a book of short stories, *How to be a Chicana Role Model*, that will be published by Riverhead Books.



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PRAISE FOR Michele Serros

"Goddamn Michele! I love your book! Stayed up late to read it, beating my fist on the bed and laughing out loud. You have such a voice, girl—magnificent! Yes—much respect, absolute delight in every word you print. Thank you, thank you!"

--Dorothy Allison, author of *Bastard Out of Carolina*

"Michele Serros writes incredibly robust and witty prose. She treats her subject matter without a trace of condescension and has enormous affection for her characters. She has a knack for going right to the humor and truth of every situation. The world she creates in *CHICANA FALSA* is one that's unique in American letters."

--Carolyn See, author of *Dreaming: Hard Luck and Good Times in America*

"When students read Michele, it changes their lives. The gift that Michele Serros has is the ability to write about the cruel turns in life that all of us face, regardless of race or class, and to deliver the message in a way that we can still laugh at the irony of it. The crystal clarity of her images makes her universal."

**--Montserrat Fontes, author of *First Confession* and *Dreams of the Centaur*,
winner of the American Book Award**

"Her writing is fun, funny, hip, and suddenly sad, but never pretentious—the perfect writer to accompany through tense and troubled times."

--Ruben Martinez, author of *The Other Side: Notes from the New L.A., Mexico City, and Beyond*

"A modern day Molière with a gift for the comic frustration of urban life, Michele Serros writes about what happens to the heart's coming-of-age with such painful hilarity, one wishes they had grown up in the Serros household...She is a keen-eyed, lushly-descriptive and heartbreakingly funny writer."

--Luis Alfaro, 1997 recipient of the MacArthur Foundation Genius Award

CHICANA FALSA and other stories of death, identity, and Oxnard

by Michele Serros

Riverhead Books • June 1998 • \$12.00



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April 1998

"Magnificent—such a voice!"

--Dorothy Allison

"A young, sassy writer whose brilliant weapon is her humor."

--Sandra Cisneros

Dear Editor/Producer:

Riverhead Books is pleased to introduce **Michele Serros**, a bright new voice in the world of multicultural literature—a Mexican-American poet whose take on life, love, and "Latino-style" frozen vegetables is as true as it is funny. **CHICANA FALSA** (Riverhead Trade Paperbacks; June 1998; \$12.00), Serros's debut collection of short stories and poems, is a witty, irreverent, insightful, and honest look into the life of one woman from Oxnard, California. **And Michele will soon be reading in your area!**

Reared on both *cultura mexicana* (watching *novelas* and eating *chicharrones*) and American pop culture (reading Judy Blume novels and downing Cocoa Puffs), Serros is a sensation in Los Angeles, with her spoken-word performances detailing the struggles of growing up torn between two worlds. From the Latina activist who bristles at the racist packaging in the frozen food section of her local supermarket ("Attention Shoppers") to the terrified high school student who fears a theme day that will betray her inner self ("The Best Years of My Life"), Serros unerringly captures the uncertainty, pain, and humor of growing up Chicana in Southern California. Using few words, Serros paints a vivid portrait of the sights and sounds that impressed her along the way.

Forced to sell copies of **CHICANA FALSA** out of her garage when the original publisher, Lalo Press, went out of business shortly after the book's publication, Michele Serros single-handedly managed to turn her collection into a word-of-mouth success. **CHICANA FALSA** is currently being taught at high schools and universities across the country, including UCLA, New York University and the University of Texas at Austin. Serros captured national attention with a Mouth Almighty/Mercury Records CD version of *Selected Stories from Chicana Falsa* and as a touring poet for Lollapalooza '94. Michele and **CHICANA FALSA** will be featured in upcoming issues of *Mademoiselle* and *Buzz*.

Warm, witty, and wise, Michele Serros will be in your area soon and will be available for interviews. Please feel free to call if you have any questions or need any more information.

Sincerely,

Craig Burke
Senior Publicist
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