

About Pearlson Press

*A clinical psychologist shifts her focus out of suffering into joy
& founds an independent publishing company to provide affirming & empowering
fiction & nonfiction & a perspective on life, health, & well-being
that transcends disease-based models of “mental health” & “mental illness.”*

NASHVILLE, TN—Pearlson Press is an independent publishing company dedicated to providing affirming and empowering fiction, nonfiction, and other resources. The company was founded in 2000 and incorporated in 2003 by Peggy Elam, Ph.D., a Nashville-based licensed psychologist, journalist, and healer whose experience includes serving as the Emotional Health expert for iVillage.com from the late 1990s through 2000.

The word “enlarge” in the company’s tag line (“Enjoy ~ Enlarge ~ Enlighten ~ Enliven ~ your Self”) is an enticement to widen one’s perspective in all aspects while also paying tongue-in-cheek homage to those whose physical presence doesn’t meet sleek Hollywood ideals.

The company and its founder endorse Health At Every Size, an holistic approach to health and wellness that encourages acceptance of natural diversity in body size and a focus on healthy attitudes and behaviors rather than weight and weight loss.

“Every book and product we publish or offer for sale, if published by another company, will celebrate self- and body-acceptance and size diversity, or at least will not contradict it,” Elam reports.

“Spiritually and metaphysically themed books and products by Pearlson Press encourage and celebrate the connection and ultimate Oneness of all that is, and the remembrance of who we truly are,” Elam adds. “While acknowledging spiritual mysteries and that which may not be consciously known, we also encourage and enjoy exploration of

the ways in which the so-called “supernatural” or spiritual might be understood in terms of scientific hypotheses and theory, such as the multidimensional nature of the universe and ourselves.”

Pearlsong Press will not offer information or products encouraging people to place ultimate authority in anything other than their own individual, unique, nonjudgmental and egalitarian connection with Self, Source, Spirit, or God, Elam says.

The name “Pearlsong,” which came to Elam in a meditation in 2000, has different levels of meaning.

“Pearls are glorious, glowing organic gemstones,” she notes. “‘Pearl’ is the stone associated with my birth month, June. It’s also sometimes a nickname for Peggy or Margaret. The Pearl River runs through the area of Mississippi where I was born and lived for many years, and where my in-laws still reside. ‘Pearls of wisdom’ is a common phrase, and a lovely association for a publishing company. But ‘pearl’ has a larger meaning that appeals to me even more than the ones I just mentioned.

“Pearls are formed when a piece of grit or sand or other abrasive, annoying, or even dangerous substance enters an oyster and triggers its protective response. The substance is coated with shimmering, opalescent nacre (‘mother of pearl’), the coats eventually building up to produce a beautiful gem. The self-healing response of the oyster transforms suffering into a thing of beauty.

“The pearl-creating process reflects both my desire as a psychologist/psychotherapist and writer/editor/publisher to move outside a pathological or ‘disease’ based model of ‘mental health’ and ‘mental illness’ and into a more integrative and

transcendent perspective of life, health, and well-being. A shift out of suffering into joy. And that, I think, is something to sing about.”

Dangerous Curves Ahead: Short Stories by Pat Ballard, the Queen of Rubenesque Romances (May 2004, ISBN 0-9713247-2-7, LCCN 20044102276) became the inaugural book of Pearlson Press. Its publication is followed by four of Pat Ballard’s romance novels: *Wanted: One Groom* (June 2004, ISBN 0-9713247-0-0, LCCN 2004104466), *Nobody’s Perfect* (July 2004, ISBN 0-9713247-9-4, LCCN 2004104467), *His Brother’s Child* (August 2004, ISBN 0-9713247-7-8, LCCN 2004104468), and *A Worthy Heir* (September 2004, ISBN 0-9713247-8-6, LCCN 2004104469). All are or will be available in trade paperback (\$13.95) and eBook (\$4.95) format.

Forthcoming Pearlson Press titles also include *Unconventional Means: The Dream Down Under* by Anne Richardson Williams, a moving and at times surrealistic account of an upper-middle-class white American woman’s physical and spiritual journey to Australia in search of the woman she perceives as her spiritual sister, Aboriginal elder Lorraine Mafi Williams (featuring traditional Aboriginal stories as told by Lorraine Mafi Williams), and *Taking Up Space*, a personal and cultural discussion of the social stigma of fat, by sociologist Pattie Thomas, Ph.D.

Pearlson Press books are available through Amazon.com, BarnesandNoble.com, Powells.com, and other online booksellers, as well as local bookstores and Ingram Book Group wholesalers. They can also be ordered directly from Pearlson Press at www.pearlson.com, P.O. Box 58065, Nashville, TN 37205, (615) 356-5188.

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