



"All Hell Bakes Loose" in the Literary Kitchen with Raucous, Interactive Book for Food Lovers

Food, folks, fun, Interactivity and Parental Advisory Fiction from <http://www.towerflour.com> combine in ground-breaking book to create a decadent, ready-to-serve dish from celebrated, contemporary novelist, LiNCOLN PARK.

From recipes to twitter feeds; flour fights to music playlists, "AllHell Bakes Loose" in BAKED-OFF

Springfield, MO ([PRWEB](#)) June 29, 2011 -- 4465 PReSS, a popular, Independent Publisher of 21st Century multimedia titles, has just released, BAKED-OFF; a satirical, literary romp through modern, American culinary experience. BAKED-OFF is the fourth in a growing list of books by contemporary novelist, LiNCOLN PARK.

BAKED-OFF is a sumptuous casserole of people, places, plots and recipes; revolving around participation in the national and fictitious, Tower Flour Baking Contest.

BAKED-OFF tells the stories of several such 'foodies' – who vie for the top spot in the 'Super Bowl' of cooking competitions. The main characters, a flawed and fractious lot; search for identity and validation through their relationship with food.

BAKED-OFF is a considered confluence of food, traditions, technology and the saucy, satirical wit of today's eclectic pop & alternative cultures. It is being lauded as a pioneer of the 'wave 2' fiction genre (a new subset of novels where characters interact with readers using external, social communication tools – i.e. external websites, blogs, twitter accounts, email addresses, phone numbers, music playlists, and online reviews. Another noteworthy book in the 'wave 2' fiction category is "Personal Effects: Dark Art" by J.C. Hutchins).

The interactivity begins at Tower Flour -- The reader's online experience with BAKED-OFF is centralized at the book's official website, <http://www.towerflour.com> At towerflour.com, readers can enjoy photo collages of baking scenarios, recipe listings from the book, character references, videos of flour fights and a password-protected, interactive footnote index. Readers of BAKED-OFF will be additionally surprised and delighted by their ability to interact with the main characters; as these characters also possess working email addresses, twitter accounts, websites, online playlists and blogs.

The publication of BAKED-OFF comes two and a half years after the release of Ms. Park's wildly popular third novel, HANDLE TiME (isbn:0615215181); the humorous, working-class rant about the character and consequence of an American Call Center. HANDLE TiME has received stellar reviews from both, literary and call-center communities.

"I wrote BAKED-OFF for my fans," says LiNCOLN PARK; "They still read hard copy; but they also tweet, email, blog, comment, review, download, stream, etc. I wanted this book to honor the new and exciting ways in which my readers and fans cultivate entertainment media and engage with storytelling environments."

BAKED-OFF is a spectacular tribute to today's epicure; and the way that the first leg of the food, clothing, shelter trinity has stood up to the test of human life.



BAKED-OFF

Genre Fiction

Paperback; 178 pages

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