

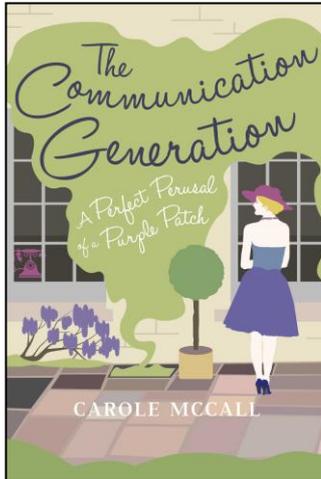
ARENA NEW BOOK: PRESS RELEASE

These inspirational memoirs celebrate the role played by all women in the lives of our children and grandchildren. The author also examines the impact of all forms of communication (old and new) and the way we can use them to benefit our relationships with the people we love

The perfect gift for Mums and Grannies this Mothers' Day (6 March 2016)

PUBLICATION DATE: 29 February 2016

"All around I could see the rich spring colours of purple and periwinkle, lavender and lilac, violet and mauve....a fragrant wonderland to gladden the heart"



THE COMMUNICATION GENERATION

A Perfect Perusal of a Purple Patch

by CAROLE MCCALL

"This is my personal story of a lifetime's fascination with all forms of communication and the fateful year when I really learned to appreciate every single one of them."



ISBN: 978 1 909421 63 9 Paperback 281 pages

RRP: £14.99 29 February 2016 www.arenabooks.co.uk

Available through all book bookshops and internet booksellers

Carole McCall is one of the world's most enthusiastic communicators. Whether she is talking with someone face-to-face, chatting on the phone, texting, emailing, posting on social media or composing an old-fashioned letter on stylish writing paper, Carole values and relishes any and *all* forms of communication with her adored family and friends. Now, drawing on her own background as a life coach, therapist and NLP trainer, Carole uses the pages of her own wry and touching memoirs to take a long, hard look at the ways in which we *all* communicate with each other and with our precious children.

In this book, the fourth in her series of memoirs, Carole McCall examines all forms of communication in the context of her own everyday life and the people that matter most to her. She shares her experiences (whether funny, happy or sad), her wisdom, her warm wit and her irrepressible zest for life as she becomes more accustomed to the idea that, while she may still think of herself as a young woman, in fact she is now in her mid-sixties and has seven grandchildren.

The Communication Generation is about just one year in Carole's life (mid-2014 to mid-2015). The twelve months see some setbacks with her own health (Carole suffers from Multiple Sclerosis and Pernicious Anaemia) and also the tear-jerking sadness as Carole's elderly father declines and she faces the prospect of losing him.

Nonetheless, her year is also a period of many joys and much happiness as Carole delights in the company of her "gorgeous gaggle of grandchildren" ✿ reflects on the nature of relationships and on her own long and happy marriage (48 years and counting) ✿ celebrates seasonal festivities with her family (and reflects on the meaning of Christmas and Easter) ✿ revels in the restorative properties of the wonderful countryside of southern England ✿ cooks mouthwatering treats (and shares some traditional recipes which have been handed down through generations of her own family) ✿ enjoys art galleries and concerts ✿ and indulges her life-long love of fashion.

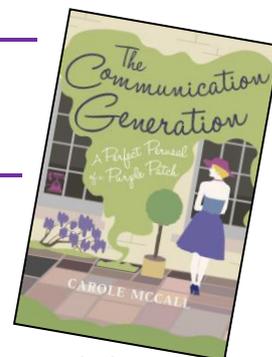


In this age of social media, apps and all manner of electronic 'smart' devices, the book also gives us Carole's professional and personal perspectives on the ways we communicate with each other and how we can teach our precious children and teenagers to use communication skills and technology for education, self-fulfillment and inner-happiness. Additionally, the book may even inspire and encourage some people to try email, texting and social media for the very first time to stay in touch with their own family and friends around the world.

Please see over for feature suggestions and further information >>



To request review copies of Carole McCall's books or to be put in touch with the author, please contact
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Feature suggestions

Should Mother's Day be for all women – even those who do not have children?

Traditionally Mother's Day (Mothering Sunday) is a day for thanking our Mums and Grannies for all they do – however, Carole McCall suggests that Mothering Sunday should be extended to all the women in our children's lives. She says: *"Mothering Sunday should be for all women, not just mothers. It takes many women to 'bring children onto the light' not just those of us who are lucky enough to be mothers. We might also use this day as well to celebrate the countless women who are not mothers themselves but who help us guide our children. This list is endless but includes teachers, aunts, neighbours, guide leaders, friends, godmothers and anyone who figures in our own children's lives."*

Carole's Top Tips for improving the way we communicate in all our relationships:

As a former NLP Trainer, Psychotherapist and Hypnotherapist, Carole Mc Call is well-placed to write an article for you giving advice on appreciating the ways in which different people absorb information in different ways – and how to use that understanding to improve the way we communicate with our own partners, family, friends and colleagues. She says: *"We all have a primary method of receiving information and that is visual, auditory or kinaesthetic. To know how we ourselves and those around us receive information and communicate with each other can be very helpful in everyday living. The clues are out there I am a Visual woman married to an Auditory man. He, poor man, is organised and neat and I drive him mad"*

The effect on adults of losing their parents:



No matter how old you are or how self-reliant, the death of your parents can be devastating. Carole's widower father died in 2015 aged 90. Although he was old and his passing was not unexpected, his death hit Carole very hard – an experience she describes in *The Communication Generation*: *"I have no starting point for my life without my father as he has always been there. ... I thought my father was superman"*

*<Christmas 1988: Carole and her Dad tackle the Xmas Pud
Carole's father in 1991 >*



Are you growing older gracefully or disgracefully?

It is so very easy for us to embarrass the younger generation (if we put our minds to it!)

Carole has never lost her love of clothes and her grandchildren are proud of their glamorous granny: *"I wondered if my love affair with clothes would ever end or whether I would still be on EBay checking out the Escada, Louis Feraud and Max Mara jackets when I was ninety years old."*

But, sometimes, Carole forgets her sense of decorum. Most children don't expect to have to rescue their grannies from trees: *"The wall was too high for me to see over so I decided to climb up a nearby tree very soon I realised I was completely stuck and that silvery flip flops are hopeless for climbing trees"*

Is it wrong for working Mums and Dads to rely on Granny and Grandad for free childcare?

Carole adores looking after her grandchildren and never resents being asked to do so but some grandparents may feel that they are asked to do too much. How do we find the right balance?

"I had a text 'The baby has got a high temperature, Mum and we both have meetings in the morning. Can you be here please?' I set the alarm clock for six am. A Granny's work is never done!"

Please see over for MORE feature suggestions and further information >>

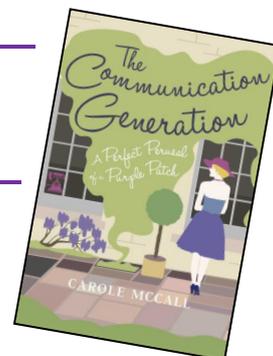


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More feature suggestions

The joys of being a grandparent – invite readers/listeners to share their funny stories

Carole adores all her grandchildren and has so many precious and funny memories of the times she spends with them: There are the pretend *X-Factor* auditions; the day her two-year old grandson wanted to “put Granny on YouTube”; sports day capers and the make-you-laugh-and-cry Nativity plays. She says: *“The only problem that exists with getting down on the floor to play soldiers with a six year old boy is getting up again.”*



Carole’s top tips for a long and happy marriage

Carole and her husband married in 1968 – when Carole was only eighteen. Was she too young to get married? Well, they must have been doing something right as 48 years later and with three grown-up children and seven grandchildren to their credit, Carole is just as much in love with him as she was on their wedding day – perhaps even more. She says: *“I really had no idea why I loved him like I did after all these years. I just knew that the sight of him still made my heart flutter ...”*

< *The author’s wedding in 1968 when she was 18*

What is the nicest message that your readers or listeners have ever received?

This message meant the world to Carole: *“I read the enclosed card with gratitude and pleasure: ‘You have overcome things that would have crushed a spirit less strong than yours ... Live in the now because we love you.’ A tiny tear of heightened emotion escaped without warning and rolled gently down my cheek as I finally looked out on to this perfect day.”*

Food for thought: Carole’s views on

Teaching children to read: *“Learning to read has always been and will continue to be the gateway to education and communication. The sooner children learn to read, the quicker they have the key to that golden door that transports them into a world of knowledge and imagination.”*

Raising and nurturing children and teenagers:

- ✿ *“We need to communicate to our children and teenagers that there are many different kinds of beauty, intelligence, potential and popularity and that they are valued and important just the way they are.”*
- ✿ *“With the advent of the internet, social media and frighteningly fast fame, our children need to be taught how to install their own reasoning filters to allow them to make sense of this new world.”*
- ✿ *“Young people should be taught that they can say No! and can take time to think about their decisions. They should be taught that their opinions matter as well. By learning to stop and think before they rush headlong into things they will quickly develop their own filtering system that will last them a lifetime.”*
- ✿ *“Teenagers You love them like you did when they were tiny babies but you know you have to let them out into the world to have adventures ...”*

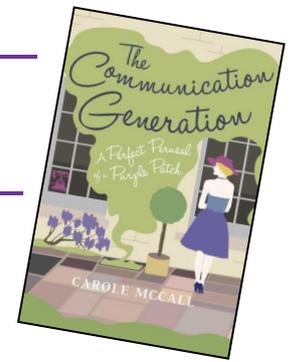
The pressures of everyday life – and how to be kind to yourself: *“The high octane fuel than many of us power our lives with comprises of a pinch of exhaustion, a soupçon of adrenaline and a bucket load of guilt because we are all trying to do too much ... To live the best life we can, the most important person in our lives that we need to communicate with is ourselves.”*

Please see over for other books in the *GENERATION* series and further information about the author, Carole McCall >>

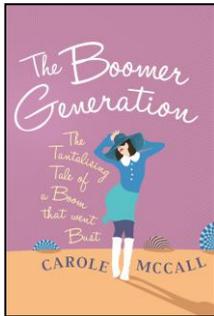


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ARENA NEW BOOK: PRESS RELEASE continued
THE COMMUNICATION GENERATION by CAROLE MCCALL
PUBLICATION DATE: 29 February 2016



Also by Carole McCall



THE BOOMER GENERATION

The Tantalising Tale of a Boom that went Bust

“Her name was Gullible; her name was Me”

The Baby Boomers (those born between 1946 – 64) had everything they could wish for: Or did they? Just be careful what you wish for

**ISBN: 978 1 909421 51 6 Paperback 224 pages RRP: £14.99 May 2015 www.arenabooks.co.uk
Available through all book bookshops and internet booksellers**

Compared to their parents, the Baby Boomer Generation had everything: freedom, easy access to the professions, inexpensive housing, a voice in democracy, the best music scene, and enough excitement to power a fleet of rocket ships – but that didn't necessarily make them happy.

In ***The Boomer Generation*** Carole reflects on the experiences (both happy and painful) which shaped her life and the lives of so many British women of her generation: those women who were raised in the suffocating fifties and were teenagers during the swinging sixties and who became the young mothers of the seventies – torn between their desires to be good mothers and their career ambitions. Carole describes her highs-and-lows as a conscientious working Mum in the eighties and how, as she discovered more about feminism, Carole's fuzzy self-image became focused, clearer and sharper.

Praise for *The Boomer Generation*: *“... a charmingly honest resume of a life lived to maximize whatever opportunities the world threw at her Full of lively and descriptive accounts ... See the world through another's perceptive eyes ... if only to reassure you that you're not alone”* Life Magazines (Kent), September 2015.

THE LOTUS GENERATION – One Woman's Hilarious Story of Her Life's Travels and Travails

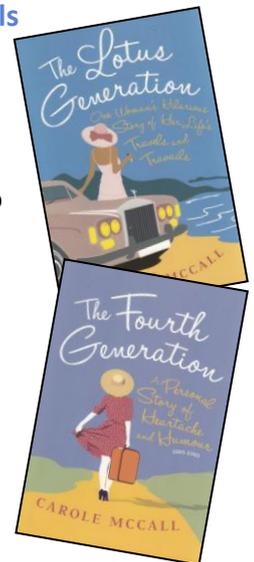
ISBN: 978 1 909421 46 2 Paperback 224 pages RRP: £14.99 2014 Arena Books

Carole McCall shares her experiences of that phase of life after children have flown the nest and tells how she approached its changes and challenges. In mid-life Carole decided to live and work in Spain for a while and then travelled extensively around the world. This book is about her journey, the choices she made, the heart-searching she did and the funny things that happened to her along the way in her search for fulfilment for her heart, her soul and her mind.

THE FOURTH GENERATION – A Personal Story of Heartache and Humour (1885 – 1995)

ISBN: 978 1 909421 44 8 Paperback 216 pages RRP: £14.99 2014 Arena Books

Spanning 100 years, this is the true story of four generations of English women their lives, their loves, their heartbreaks, their joys and the life-changing choices they made during a period of unparalleled change in the role of women in British society. So much has changed for women since 1885 (when the author's great-grandmother, Hannah, was born) and yet, even now, is it possible for a woman to have it all?



Carole McCall's fifth book in the series, THE NEXTUS GENERATION, will be published in 2017.

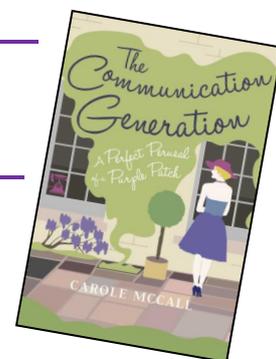
“In between late Middle Age and Old Age, The Nextus generation may not have the pensions and property they dreamed about but they still need to be happy and hopeful ... We are the fortunate ones who will live longer than any generation that has gone before us ...”

Please see over for further information about the author, Carole McCall >>



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ARENA NEW BOOK: PRESS RELEASE continued
THE COMMUNICATION GENERATION by CAROLE McCALL
PUBLICATION DATE: 29 February 2016



About the author

“Living is a magical thing. Each day is a gift to be treasured, because it will never come around again. We have everything we need within us to live the life we want to live. Consider the most amazing of journeys, a life full of possibilities” says Carole McCall



Carole McCall was born in 1950 in Manchester and lived there until she was twenty. She married at the age of 18 and, 48 years later, she and her husband are still very happy together. They are also the proud parents of three grown-up children and seven grandchildren.

Despite being diagnosed with Multiple Sclerosis in her twenties (and having Pernicious Anaemia), Carole lives life to the full. With her bubbly personality and her irrepressible zest for life, she is constantly busy and always eager for new experiences.

< Carole in 1958, aged 8

Carole in 1965, aged 15 >



Carole is a retired Civil Servant and business woman who worked as a Life Coach, NLP Trainer, Psychotherapist and Hypnotherapist for many years. Her writing reflects her professional training and experience as a therapist while giving her an informed perspective on the ups-and-downs of her own life experiences. Carole worked as a therapist and life coach in the UK, Ireland, Spain and America, helping many people to solve their own problems.



As well as her latest book, *The Communications Generation* (2016), Carole is the author of three more books in the *Generation series* (published by Arena Books): *The Boomer Generation* (2015); *The Lotus Generation* (2014) and *The Fourth Generation* (2014). Carole lives in **Tunbridge Wells (Kent)** with her husband and a small white Bichon Fris dog. She is currently working on her fifth book, *The Nextus Generation*, due for publication in 2017 – and is available for interviews.

“I want to live forever and see what exciting things are happening to these amazing people who have entered my life True love really can conquer all, in the end, if you keep trying, and keep trying, and keep trying” says Carole McCall

Connect with Carole McCall:

- ☼ Carole's website: www.carolemccall.com ☼ Carole's blog: www.carolemccall.me
- ☼ Twitter: @hestermona ☼ Facebook: Carole McCall ☼ Linked-In: Carole McCall
- ☼ Pinterest: Carole McCall

Media opportunities:

Serialisation/extracts available; photos available; the author is available for interviews.

- Extract suggestions:** ☼ How Good Friday has changed since the 1950s & 60s
☼ Mother's Day is for all women (not just Mums) ☼ Christmas past and present
☼ Carole's traditional family recipes handed down to her through the generations

Local UK interest:

Southern England - places visited in the book: The author lives in **Tunbridge Wells** in **Kent** (near the border with **East Sussex**). Her latest book described excursions to numerous places in **Kent**, **East Sussex** and **West Sussex** (including Sissinghurst, Eastbourne, The Ashdown Forest; Brighton, Chichester, and The Bluebell Railway at Sheffield Park) and visits to London.

Other UK interest/connections: The author brought-up her own children in **The Lake District**, **Cumbria**; **Suffolk** and **Surrey**. The author worked as a Civil Servant in **London**. The author was born and grew-up in **Manchester**.



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