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Hi-res photos available upon request

A Fresh Glimpse at the Euphoria of U2 Fandom

CHANDLER, AZ (October 2019) — It's been nearly two decades since Dianne Ebertt Beeff released her bestselling memoir, *A Grand Madness: Ten Years on the Road with U2* (Hawkmoon Publications, 2000), featuring Beeff's fan's-eye view of Ireland's iconic rock sensation, U2, as they toured the world. On October 20, 2019, Beeff returns with an equally stunning follow-up, *A Grand Madness: U2 Twenty Years After* (Hawkmoon Publications, ISBN 978-0-9656188-7-8, Paperback, \$24.95), detailing the six tours that followed the release of her first book. "From airport terminals to street corners, you can almost taste and touch everything here as Beeff shadows the band, providing us a rich, nuanced commentary that has the knowledge of an Insider but the perspective of an Outsider," writes Brian Boyd, music and entertainment contributor to *The Irish Times* and author of *U2 Experience*.

Spanning the distance from the band's home in Dublin, Ireland to America's Deep South, Beeff's sharply detailed and lyrical second memoir sources from her personal journals, and covers the Elevation, Vertigo, 360, Innocence, Joshua Tree, and Experience Tours. Her narrative voice, like her drive to document her journey, weaves together details—both of the band and the current events that shaped her perspective on the road.

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Like Bono's lyrics, "multi-colored and yet full of shade and shadow," Beeaff's memoir envelops readers in the euphoria of fandom with the personal impact that U2's music has had on her life. "ATYCLB flows as naturally as sunlight, making it easy to slip inside each song," she writes of the band's tenth studio album, *All That You Can't Leave Behind*. "This is classic 'big rock' U2 cut back to basics. They still haven't found what they're looking for, but they're getting closer."

Brimming with insights into one of the most adored rock bands of our time, *A Grand Madness: U2 Twenty Years After* is rife with adventure, offering readers a rousing depiction of one fan's experiences on the road. It is sure to capture the hearts of diehard U2 enthusiasts, as well as those with a penchant for the intrigue and adventure of a travel narrative.

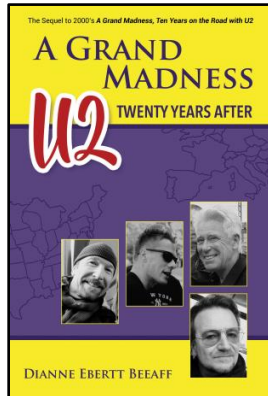
A Grand Madness: U2 Twenty Years After is available for distribution from [Amazon.com](https://www.amazon.com) and Hawkmoon Publications, 7502 E. Calle Cabo, Tucson, Arizona 85750. For more information about the title, or to connect with the author, please visit www.debeeaff.wordpress.com.

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FACT SHEET

**A Grand Madness:
*U2 Twenty Years After***

by Dianne Ebertt Beeff



Author: Dianne Ebertt Beeff

Publisher: Hawkmoon Publications

Contact: grimspound@aol.com

Price: \$24.95

Trim: 6" x 9"

Publication Date: October 20, 2019

ISBN: 978-09656188-7-8

Book Type/Category: Adult Nonfiction/Memoir

Website: www.debeeaff.wordpress.com

Distributors: Amazon and direct from the publisher

"The real voyage of discovery consists not in seeking new landscapes, but in having new eyes." — Marcel Proust

WHAT IS THIS BOOK ABOUT?

From airport terminals to street corners, Dianne Ebertt Beeff's sequel to a previous bestselling memoir, *A Grand Madness: U2 Twenty Years After* offers fans a tour-side glimpse of the iconic Irish rock sensation. Spanning nearly two decades and six tours, this sharp and lyrical memoir envelops readers in the euphoria of fandom and the personal impact U2's music has had on her life. Brimming with insights into one of the most adored rock bands of our time, *A Grand Madness: U2 Twenty Years After* is rife with adventure, offering readers a rousing depiction of one fan's experiences on the road.

WHAT MAKES THIS BOOK UNIQUE?

This is the ultimate fan tribute—a detailed view of one of the most admired rock bands of all time—including the moments that have inspired and shaped the music of their nearly 50-year career. Like its precursor, Beeff's narrative unfolds through a series of journal entries, offering readers a personalized account of life on the road following Ireland's iconic rock sensation. "You can almost taste and touch everything here as Beeff shadows the band, providing us a rich, nuanced commentary that has the knowledge of an Insider but the perspective of an Outsider," says Brian Boyd, music and entertainment contributor to *The Irish Times* and author of *U2 Experience*.

AUTHOR BIOGRAPHY

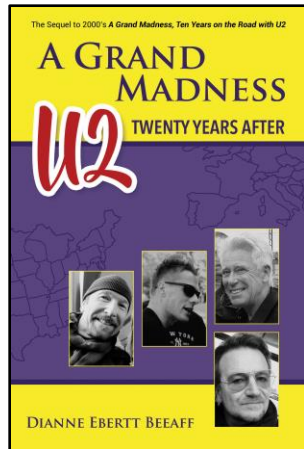
**A Grand Madness:
*U2 Twenty Years After***

by Dianne Ebertt Beeff



Dianne Ebertt Beeff is the author of five previous titles, most notably *A Grand Madness: Ten Years on the Road with U2* (Hawkmoon Publications, 2000), which will be re-released in tandem with its sequel. Her writing has appeared in a variety of nonfiction publications, including *Arizona Highways*, *Tucson Magazine*, *Vegetarian Times*, and *Horse and Horseman*. In addition to her previous publications, Beeff is also a poet and celebrated artist, working primarily in graphite and watercolor, and her artwork has been featured in both local and national galleries. A native of Kitchener, Ontario, Beeff has lived in Arizona since the late 1960s. She and her husband, Dan—whom she credits as her greatest cheerleader—are the parents of two children, Danielle and Dustin.

BOOK DESCRIPTIONS



A Grand Madness: *U2 Twenty Years After*

by Dianne Ebertt Beeff

ISBN: 978-09656188-7-8

Price: \$24.95 US

Published by Hawkmoon Publications

www.debeeaff.wordpress.com

10-word description

This memoir offers an in-depth fan view of rock band, U2.

15-word description

Beeff's second memoir offers readers a stunning six-tour glimpse at Ireland's iconic rock sensation, U2.

25-word description

Spanning nearly two decades, Beeff's sequel to her bestselling memoir offers readers a stunning six-tour, on-the-road glimpse of Ireland's iconic rock sensation, U2.

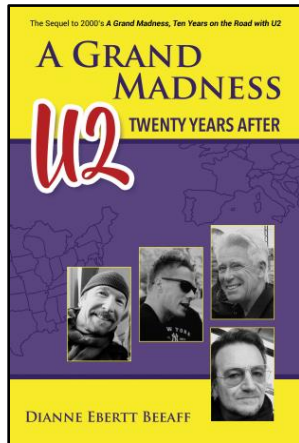
50-word description

Spanning nearly two decades, Beeff's sequel to her bestselling memoir offers a tour-side glimpse of Ireland's iconic rock sensation, U2. Covering the Elevation, Vertigo, 360, Innocence, Joshua Tree, and Experience Tours, this stunning follow-up envelops readers in the euphoria of fandom and the roadside adventures encountered along the way.

100-word description

From airport terminals to street corners, Dianne Ebertt Beeff's sequel to a previous bestselling memoir, *A Grand Madness: U2 Twenty Years After* offers readers a tour-side glimpse of Ireland's iconic rock sensation, U2. Spanning nearly two decades and six tours, Beeff's sharply detailed and lyrical second memoir sources heavily from her personal journal, enveloping readers in the euphoria of fandom and the personal impact that U2's music has had on her life. Rife with adventure, this book is an inspirational depiction of one fan's journey on the road, brimming with insights into one of the most famous rock bands of our time.

SUGGESTED MEDIA QUESTIONS



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1. You've been following U2 for more than three decades. Given the band's storied 40-year history, how have you seen the band's music evolve?
2. Of the four members of the band, whom do you most admire or draw inspiration from?
3. Give us a taste of life on the road. What are some of the greatest challenges and how have these experiences helped shape you as an artist?
4. You specifically reference current events like the Bush v. Gore presidential election in your second book. How did the events of the era shape your experience and/or affect your mindset while on the road?
5. Are your journal entries at all edited or expanded upon, or do they read exactly as you originally wrote them? How did you arrive at this narrative choice?
6. How do you distinguish the first book from the second, and what would you say are some of the elements that separate them in your mind, or serve to make them feel distinct?
7. You describe yourself as more of a fan than a journalist. Given this, what do you feel separates you (in terms of perspective) from some of the famed writers who have also covered U2 on tour? Access, of course, comes to mind, but what do you think your narrative offers readers that the journalist perspective might not?
8. It seems an impossible feat to ask you to choose a favorite song, but is there an era of U2's music that most speaks to you?
9. I know you're also an artist. Do you paint or draw while on the road, in addition to your journaling?
10. You've covered a total of 91 concerts in 33 cities. Do you anticipate writing a third book?

PITCH LETTER

DATE

NAME

ADD 1

ADD 2

CITY, STATE ZIP

Dear [NAME]:

At the heart of every great narrative is an origin story, and for Tucson, Arizona-based author and artist, Dianne Ebertt Beeaff, that story began nearly three decades ago with the now iconic Irish rock band, U2. I am thrilled to introduce you to Hawkmoon Publications' latest memoir, *A Grand Madness: U2 Twenty Years After*, the follow-up to the bestselling, *A Grand Madness: Ten Years on the Road with U2* (Hawkmoon Publications 2000).

Forthcoming October 2019, Beeaff's story once again springs to life on the page, presenting a series of journal entries that are at once alive with the ardor of fandom and rich with the texture of a great travel narrative.

Spanning the distance from the band's home in Dublin, Ireland to America's Deep South, *A Grand Madness: U2 Twenty Years After* recounts U2's Elevation, Vertigo, 360, Innocence, Joshua Tree, and Experience Tours, weaving together current events from the last 20 years and Beeaff's fan's eye view of life on the road. And the verdict is in with the critics, including those who consider themselves closest to the band: "[Beeaff's] powers of analysis and insight into not just U2, but into music and fandom became sharpened with each new journey taken," says Bryan Boyd, journalist and author of his own U2 profile, *U2 Experience*. "From airport terminals to street corners, you can almost taste and touch everything here."

We are actively seeking endorsements for this riveting new memoir and would be honored to include your feedback along with our promotional materials. Please let us know if you'd like to receive an advance reading copy of *A Grand Madness: U2 Twenty Years After* by sending an email (subject line "A GRAND MADNESS REVIEW") to info@storymonsters.com. Additionally, we will gladly schedule interviews, speaking engagements, book signings and other author appearances at your convenience. For more information about Beeaff and all her work, please visit: www.debeeaff.wordpress.com.

Kindest regards,



Linda F. Radke
Story Monsters LLC

