

Contact: Pam Mossner  
Soevad Creative Media  
3474 S Reese Rd  
Frankenmuth, MI 48734  
Phone 810-222-6464  
soevadsalesrep@gmail.com

**SOEVAD CREATIVE  
MEDIA**

# Press Release

## **I CALL HIM**

Adult Coloring Book for the Soul  
Dave O'Connell

Adult coloring books have been described as “stress-relieving” and “therapeutic”, and were recently featured in the news for their growing presence on bestseller lists. Illustrator Dave O'Connell has taken this phenomenon to a new level, with a passionate project some thirty years in the making.

Specializing in story boards for corporate advertisements, Dave has a knack for speaking through the language of art. This is an essential skill, since the story board is a virtual blueprint for the production of a televised commercial. In addition to the requisite aesthetic qualities, the artwork must tell a complete story in limited space and time. Clients such as Bush's Beans, Minute Maid, Carfax, Dave & Buster's and Serta rely on Dave's abilities for their familiar ad campaigns.

Combining his artistic gifts, his faith, and a desire to enrich others, Dave has created something truly special: 'I Call Him', an adult coloring book “for the soul”. Within this book is an immersive experience, beyond coloring generic images. Each page is a visual story, gleaned from artwork that spans his career.

An example of Dave's storytelling method is represented on the cover of the book - an illustration of Jesus and his disciples enduring a storm at sea. Uniquely depicted from the vantage point of God, the raging tempest surrounds the group. Their terror is evident, with the exception of the sleeping Savior. Dave made sure that none of the disciples were looking inward at Jesus, but were transfixed by the perilous display of nature. Not only does the image convey a biblical account, it's a convicting lesson: Even those of faith have a tendency to focus on the worries of life, when their deliverer is close enough to touch.

In addition to the benefits already accredited to adult coloring books, Dave wants to invoke a spiritual experience for the user, specifically, to draw them closer to God. The person coloring this book becomes a partner in the artwork, and in so doing, experiences the story in an intimate way. This activity can be a life-changing experience, by personalizing spiritual truths and creating a desire for further study of the scriptures.

The coloring book 'I Call Him' is currently available on Amazon, and on Dave's website [coloringspiritualbooks.com](http://coloringspiritualbooks.com). The website also features other examples of Dave's work, including children's books, movie art, and available prints.

July 1, 2016