

Available mid-August 2017 Amazon & CatWisdom101.com

Black Cats Tell All: True Tales and Inspiring Images
edited by Layla Morgan Wilde

- The first collection to promote black cat adoption
- Over 100 cats, including celebrities
- Stunning photos & inspiring stories
- 196 pages, full color
- Anthology of black cat stories, cat photography, pop culture
- Perfect for cat lovers everywhere
- Published by Cat Wisdom 101 Press
- ISBN:978-0-9980591-9-8; \$24.99
- e-ISBN:978-0-9980591-8-1; \$8.99

"The heartfelt, beautiful tales in this collection speak eloquently to the great good fortune of those of us lucky enough to be owned by a house panther. Read and rejoice!"

–Gwen Cooper, NY Times best-selling author of Homer's Odyssey.

At last, a celebration of all that is pawisitively black cat to reverse negative stereotypes. This myth-busting collection narrated by cats will move and amuse you with their tell all stories, fun purrsonality profiles and stunning photos. This full color anthology features over 100 black cats from all over the world including YouTube and Instagram. For black cat lovers, it's a must-have. It's the gift which gives twice: pleasure for the reader and helps shelter cats with a portion of the proceeds of this book.

From famous celebrity cats like Cole of Cole and Marmalade to the cat next door; see them lounging, working, enjoying outdoor adventures, strutting their model poses, playing and celebrating holidays—showcasing the full spectrum of their fascinating lives through four seasons. This book, the first of its kind to change negative black cat superstitions, is a welcome gift for cat lovers everywhere.



About the Author:



Layla Morgan Wilde, a holistic cat expert and pet industry consultant, is an award-winning journalist and photographer. She is a member of the Cat Writers' Association and in 2011, founded the popular blog, Cat Wisdom 101. She launched the non-profit initiative Black Cats Tell All in 2016 to promote black cat adoption.

A tireless advocate for less adoptable cats since founding the nonprofit Annex Cat Rescue in 1997, she has a soft spot for special needs, senior and black cats. Layla lives in Westchester County, NY with her husband and four special needs feline familiars.

Contact info:

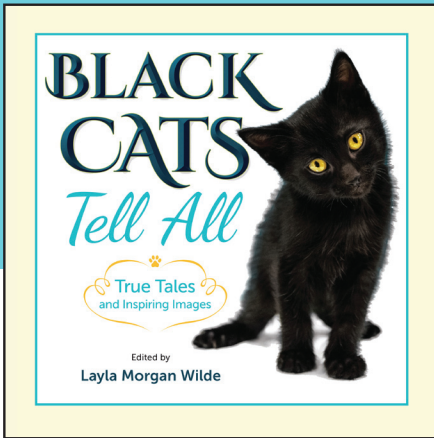
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Advance Praise/Reviews

"Layla Morgan Wilde has produced a long-overdue volume of remarkable stories to allay centuries of prejudice towards black cats. The message is profoundly simple: Every cat deserves adoration and adoption regardless of outworn superstitions!"

–Oskar the Blind Cat, children's book author and special needs advocate of **Oskar & Klaus**

"Congratulations to Layla for helping redress centuries of discrimination, not to mention Pope Gregory IX's infamous Papal Bull. Thanks for all you do in the world on behalf of other sentient beings!"

–David Michie, author of **The Dalai Lama's Cat series** and **The Queen's Corgi**.

"Black cats have long suffered due to superstitions and been overlooked in shelters, so I'm very excited that this book showcases what wonderful, loving companions black kitties can be."

–Laura J. Moss, founder of AdventureCats.org and author of **Adventure Cats: Living Nine Lives To The Fullest**.

"There's something about a black cat that sets my soul on fire—ebony magic dipped in starlight! That they are often passed by in shelters is a great loss to families looking to bring home a loving feline companion. Thank you, Layla, for sharing their stories and images so that others can see their beauty. May all black cats find forever homes soon."

–Christine Davis, award-winning author and illustrator of **For Every Cat An Angel, Forever Paws** and other inspirational titles from Light-Hearted Press, bring comfort to readers all over the world.

"Nothing beats a black cat for elegance, grace, or sheer lovability. Yet too many still languish in shelters, overlooked for adoption in favor of their more brightly colored brethren. The heartfelt, beautiful tales in this collection speak eloquently to the great good fortune of those of us lucky enough to be owned by a house panther. Read and rejoice!"

–Gwen Cooper, NY Times best-selling author of **Homer's Odyssey: A Fearless Feline Tale, or How I Learned about Love and Life with a Blind Wonder Cat**.

"...you will find page after page of the most adorable, affable, intelligent, inquisitive, bright-eyed cats ever to light up your life and somehow claim both your sofa and home office chair at the same time. In short, like black cats the world over, this book will bring you great fortune in the form of pure joy. And it may even inspire you to reward yourself by adopting a black cat of your very own."

–Francesco Marciuliano, New York Times bestselling author of **I Could Pee on This: And Other Poems by Cats**



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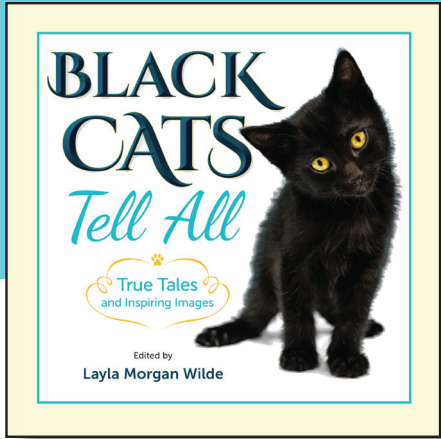
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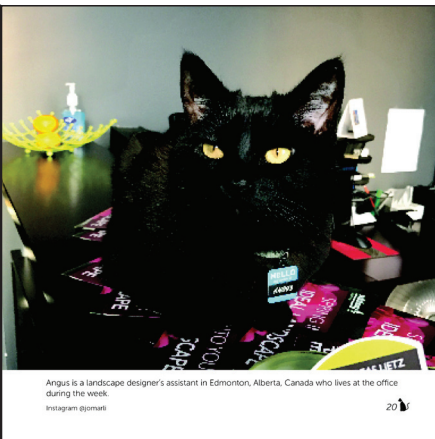
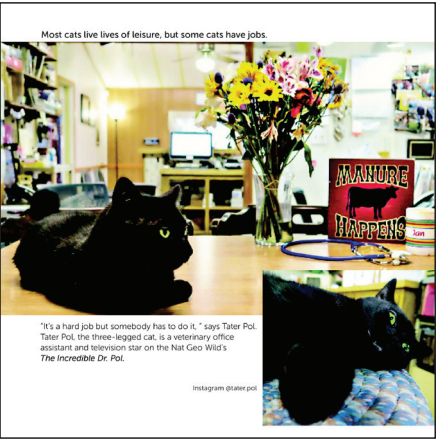
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Book Excerpts



Wingnut

U.S.: California
Nicknames: Wingie, the Winginator, Winglet.
Gender: Female
Breed: Domestic Shorthair
Birthday: Sept. 13, 2009
Goat's Day: Lucky Friday the 13th of November, 2009
Zodiac sign: Virgo
Weight: 12 lbs.
Any unusual or special characteristics: I am a mast-cell cancer survivor, with snowy white spots from strontium radiation.
Occupation: World's Cutest Kitten and member of LEBG (League of Extraordinary Black Cats)
Religion: Buddhist – except when it comes to hunting spiders.
Interests or hobbies: Watching NFL with my humans (seriously!), And butter. I also love rocks, and folks have sent me rocks from all over the world.
Pet Peeves: Not being given butter immediately upon demand.
Favorite quote: "There is no such thing as 'just a cat.'" –Robert Heinlein
Why should people adopt black cats? To illustrate their personal intelligence and demonstrate they can think for themselves rather than buying into myths perpetuated by "sheeple."
What is your idea of purrfect happiness? Being fed butter while watching football with my humans, rolling around on my rocks, and for all black cats to find forever homes.
What is your favorite toy or game? To rabbit-kick the Human!
 Polar Bear is my BFF. Stringmonster, my nemesis.
Social Media: Instagram @wingnutcook



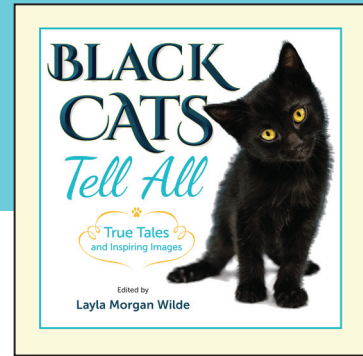
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Questions & Answers

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Layla Morgan Wilde is a holistic cat expert, celebrity cat consultant, writer, editor/publisher of *Black Cats Tell All: True Tales and Inspiring Images* (2017). The first book of positive black cat stories seeks to raise black cat awareness and their adoption rates.



When did you get the idea to rebrand black cats with a book?

I'd blogged about black cat awareness for years, but when I volunteered at a shelter in 2014 to help rehab cats rescued from a hoarding incident, the population of black cats surprised me. As I continued volunteering, I noticed time after time, black cats were passed over for no logical reason. One time, I overheard someone say to their spouse considering adopting a kitten. "Maybe the gray one, but not the black." My ears perked up and couldn't resist asking why not the black. "Oh no, we don't want a black cat." I asked again and got an annoyed response. "I just don't. They're evil."

Something snapped in me and I left the room without a word. The more I thought about superstition or prejudice as the reason, I began to advocate more actively. Last summer I decided to do something more meaningful and launched a 501 (c)3 nonprofit initiative Black Cats Tell All with a calendar. And now the book, the first of its kind, to combine positive stories and imagery of over 100 black cats from around the world.

Why focus on black cats?

All cats matter, but I have soft spot for the less adoptable ones, namely black, special needs and senior cats. My feline muse Clyde, is 17, black, a diabetic with kidney disease. Black cats are about half as likely to be adopted than other colors. Part of the reason is superstition or negative stereotyping, but the other part is there simply are more black cats because they are genetically stronger. They have genetic mutations making them more resistant to illnesses such as FIV (feline immunodeficiency virus). The easiest and most powerful way to see statistics come to life is to visit or volunteer at a shelter.

Why now?

It's time for a new perspective and to stop the prejudice. With so much prejudice of all kinds in the world, I felt it timely for a more concentrated effort to promote black cat awareness and adoption. To judge a cat simply by the color of their fur is discrimination.

The world is full of fear or ignorance of something or someone different. We fear what we don't understand. That mysterious unknown gets twisted and embedded culturally, generation after generation. That's how myths are created—like the superstition that black cats are evil. Every year, the negative stereotypes of black cats are reinforced by the growing popularity of Halloween, the second most popular holiday, after Christmas. The world can use more kindness and compassion. Cats are powerful messengers. They rule the Internet. Why not harness their power for good?

What's different about this book about black cats?

When I began researching the book titles about black cats, there was nothing like it. There were lots of children's books with Halloween themes, mystery cozies, horror stories. If you Google black cat story, the classic Edgar Allen Poe horror story, "The Black Cat" pops up and that was written in 1843. *Black Cats Tell All* is a contemporary collection of positive stories and images.

Is it fiction or nonfiction?

It's both. The stories are narrated by the cats who confess to telling the truth, but may be unreliable narrators. The fun questionnaires are based on the classic Proustian quiz adapted in *Vanity Fair*.



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Who are these cats and where did you find them?

I consult with many cats who are influencers and I first reached out Chris Poole of Cole and Marmalade fame. Cole is black and one of the most positive advocates for black cats. There was a public call for submissions, and after I launched @BlackCatsOfIG on Instagram, there was an outpouring of interest. So much so, I kept adding more and more cats. The project kept growing and finally, I had to stop once we hit over 100. Our community is global and one of the unexpected perks has been getting to know cats and their owners from every corner of the planet.

You're the editor of the book. What experience do you have in publishing?

This is my first published book, but I've blogged since 2008 and been the managing editor of *Cat Wisdom 101* since 2011. I've reviewed over 200 cat books, served on the council of the Cat Writers' Association and won numerous writing, blogging and photography awards.

You've called this a passion project. What does that entail?

I live, breathe and dream cats and this project has consumed over a year of my life 24/7. From the concept to the execution, I've had hands on involvement with managing every aspect from the curating of stories and images to contributing my own writing, editing and images. I'm grateful for the stellar team working with me who allowed to realize my vision.

Can you share a little about your background and approach as a cat behaviorist?

I've worked with cats for over twenty years, as a behavior consultant for individuals and in shelters. In 1997, I founded The Annex Cat Rescue, a nonprofit in Toronto, Canada and *Cat Wisdom 101* in 2011, in New York. My approach is holistic and has always followed the British model, advocates for an indoor/outdoor lifestyle for cats. I believe in environmental enrichment, and inter-active play. Photography in this age of social media can be a useful tool to observe, pinpoint and track physical and behavioral changes. It's rewarding to know my approach is corroborated with recent research by U.K scientists and behaviorists like John Bradshaw (author of **Cat Sense**) and Sarah Ellis (author with Bradshaw of **The Trainable Cat**) are paving the way towards happier cats in the U.S.

What made you decide to launch a cat rescue organization?

In 1997, I was teaching and working as a therapist with no cat rescue experience. I was a life-long cat lover with two cats at the time. In fact, my book is dedicated to Merlin, my cat rescue muse for 21 years who died last year. At the time, I was feeding a small feral colony in my backyard. I was moving, had no network of cat rescuers and worried who would feed the cats. This was before social media so I reached out to my local newspaper for volunteers to feed the colony. That one small act led to founding Annex Cat Rescue which is celebrating their 20th anniversary this year.

Are you a cat whisperer?

I do not call myself a cat whisperer. It's my natural gift as an empath which allows me to observe, tune in and connect with cats. It's something I've done since early childhood. It's an innate gift we all have if we take the time to nurture it. I simply took the gift and combined it with practical know how to help cats and those who love them.

Will there be a sequel?

There will be a 2018 calendar and a related book project, but not a sequel per se. The e-commerce shop will be a natural tie-in to the book.



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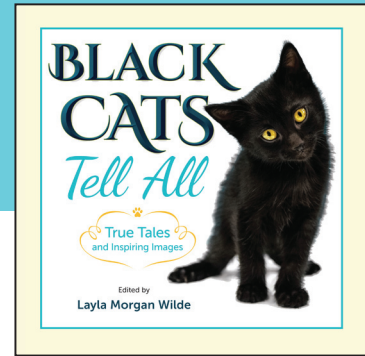
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Story Ideas



1. 9 Purrfect Reasons to Adopt Black Cats by Layla Morgan Wilde

- 1) Be a cool trailblazer. Norman Reedus of The Walking Dead owns a black cat.
- 2) Gratitude. Black cats wait longer to be adopted in shelters.
- 3) Black is the color of mystery, coolness and sophistication
- 4) Black cats are elegant mini-panthers
- 5) You won't need a lint brush if you wear a lot of black
- 6) Black cats match any decor. Instant Halloween magic.
- 7) Love. Black cats are as sweet, loving and adorable as any other kind.
- 8) Black Cats Don't Care What Color Your Hair or Skin is
- 9) In many cultures, black cats are considered lucky

2. Do Hot Men Prefer Black Cats?

It's cool to be a cat man but the coolest men love black cats. Ask Norman Reedus, CatMan Chris Poole...

3. Best Black Cat Names A to Z

A Abracadabra	B Blackberry	C Cinders	D Deja Vu
E Ebony	F Fate	G Gris Gris	H Hekate
I Inky	J Jezebel	K Kuro	L Licorice
M Musta	N Noir	O Onyx	P Panfur
Q Queen of the Night	R Raven	S Smokey	T Talisman
U Umber	V Velvet	W Wolverine	X Xanadu
Y Yasmin	Z Zemi		

4. August Holidays

August 17: National Black Cat Appreciation Day
August 19: International Homeless Animals Day
August 22: National Take Your Cat To The Vet Day
August 30: National Holistic Pet Day

5. September Holidays

Happy Healthy Cat Month, National Disaster Preparedness Month: Keep Your Cat Safe
September 10: National Pet Memorial Day

6. October Holidays

Black Cat Awareness Month, National Animal Safety And Protection Month
National Pet Wellness Month, 1st Full Week in October-Animal Welfare Week
October 16: National Feral Cat Day
October 27: National Black Cat Day (UK)
October 28: International Black Cat Day
October 29: National Cat Day
October 31: Halloween

7. November Holidays

November 24: Black Friday



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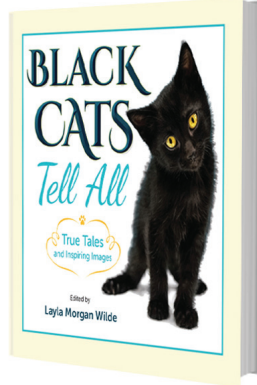
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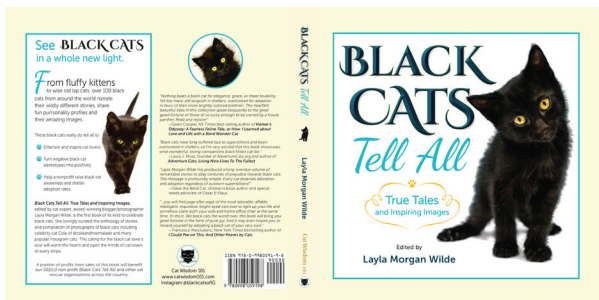
Downloads



Front Covers



Back Covers



Full Cover



Book Trailer (coming soon)



Author Photos



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