

BOOKSPARKS  
CASE FILES

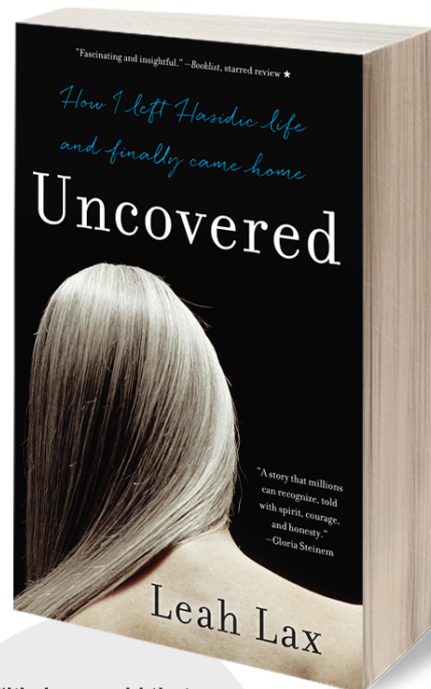
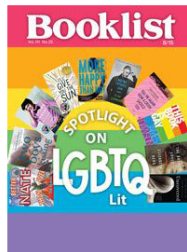
# UNCOVERED

HOW I LEFT HASIDIC LIFE AND FINALLY CAME HOME  
BY LEAH LAX

**Who:** Leah Lax, Jewish Feminist,  
LGBTQ Advocate & Author

**Fun facts:**

- *Uncovered* landed the cover of Booklist in August 2015
- *Uncovered* was published by She Writes Press in August 2015 and is one of the highest-selling memoirs published by the hybrid press
- *Uncovered* is the first ex-Hasid memoir written by a gay woman
- Lax embarked on a year-long book tour following the release of *Uncovered*, reaching readers, feminists, and the Jewish community all over the world
- Prior to publishing the book, Lax met activist and writer Gloria Steinem at a reclusive writing retreat. There, Lax shared her story with Steinem and the two became close friends. Steinem was happy to blurb *Uncovered*, which helped mark the book as a revolutionary feminist memoir.



"It's been said that, if one woman told the truth, the world would split open. If others follow her, it just might."  
— Gloria Steinem



**What:** Lax came to BookSparks for a robust publicity campaign surrounding the release of *Uncovered*. Lax has been working with BookSparks for nearly two years, starting at the first official campaign kick-off meeting in February 2015.

**When:** February 2015—ONGOING

*Uncovered* has been featured in:

redbook

ALIBRELLEN

GLBTRT

FLAVORWIRE

THE HUFFINGTON POST

Lilith  
INDEPENDENT, JEWISH & FRANKLY FEMINIST

BuzzFeed

ADVOCATE .COM

Good Housekeeping

LAMBDA LITERARY

sheknows media

HOUSTON CHRONICLE

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Praise for *Uncovered*:

“Fascinating and insightful . . .”

*Booklist*, Starred Review

“Something new is afoot in *Uncovered*. Lax tells a story that resists codified narratives and breaks through to a new way of understanding the world.”

Lambda Literary

“Dealing with abortion, LGBT identity, and Hasidic life, this story is too complex to fit neatly into the ‘ex-Hasidic memoir craze’—but that makes it all the richer.”

“A truly mesmerizing memoir.”

“This is a remarkable book.”

Flavorwire

Redbook

OutSmart Magazine

“*Uncovered* is masterful—searingly honest and lyrically rendered.”

American Library Association,  
GLBT Reviews

“Lax’s gifts—uncommon intelligence, a poetic sensibility, an eye skilled at discerning the telling detail—make her story lyrical, ruminative, and profound; she is able to impart the events of her life with a spiritual glow that shimmers long after the last page has been turned.”

Lilith magazine

“The defining magic of this memoir is in every immediate detail . . . I found *Uncovered* to be uplifting in its honesty.”

Portland Book Review

“Several memoirs detailing desperate escapes from Hasidic life have been published in the last year . . . But Leah Lax’s memoir has managed to stand out from the crowd with some major differences.”

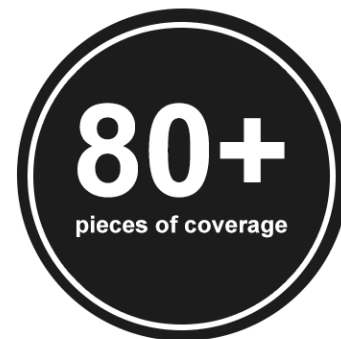
“Lax is a gifted writer and her prose is captivating . . . *Uncovered* is a worthwhile read.”

Jewish Book Council

The Jerusalem Post

## BookSparks Results:

- *Uncovered* has been featured in over 80+ pieces of coverage, including reviews, book roundups, interviews, blogs all within the print, digital and broadcast media sectors.
- BookSparks has coordinated local media interview features for Lax surrounding book tour dates in 8 major cities including, Los Angeles, New York City, Chicago, Washington D.C., Austin, Houston and San Francisco, and Toronto.
- Secured excerpt features at The Huffington Post and The Advocate
- "Best Book by a Woman in 2015" by Redbook & Good Housekeeping
- "11 Must-Read Memoirs from Lesbian and Bi Women Released in 2015" by AfterEllen
- "Best Books on Coming Out" by SheKnows
- "Top 10 LGBT", "Top 10 Religion Non-Fiction" and "Best Books of 2015" by Booklist
- "Books that Should Have Gotten More Praise" by POPSUGAR



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## THE BOOKSPARKS DIFFERENCE

Leah Lax's campaign has revolutionized the way women's memoirs are discussed in pop culture and literary media. *Uncovered* is a perfect example on how publicity can leverage the many facets and audiences a book can reach. With Lax's memoir, BookSparks was able to secure media with audiences in literary, women's interest, entertainment, feminist media, LGBTQIA media, Jewish media and local outlets within these arenas all over the country. The story of *Uncovered* is an evergreen story that was able to withstand time beyond a typical book campaign and BookSparks utilized its lasting shelf life to spark interest from media for over 14 months.

