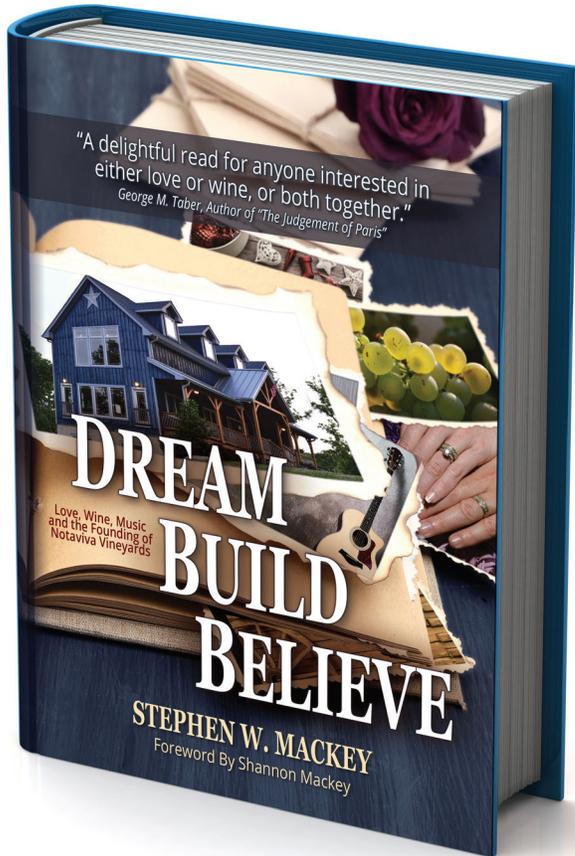


DREAM. BUILD. BELIEVE.

Love, Wine, Music and the Founding of Notaviva Vineyards

"Stephen Mackey has penned a memoir both revealing and inspiring for anyone seeking to flee the city for the vineyards."

- Dave McIntyre, Wine Columnist, *The Washington Post*



Heartwarming, Authentic & Inspiring

- DREAM—On a romantic whim, two lives became one and created a shared vision that would forever change their world by reimagining the business of wine and its inherent synergy with music.
- BUILD—Planting a vineyard, founding a winery, starting a family, holding down corporate careers all while filming a reality television series would test their mettle, demonstrate their passion and challenge their will to succeed.
- BELIEVE—After launching the winery and a new creative agency in the face of the Great Recession, facing fears and overcoming adversity became the cornerstones of their young family's foundation.

Selling Points

- Multiple target audiences: wine enthusiasts, love story readers, music enthusiasts, entrepreneurs, custom home builders, pregnant families, and farmers.
- Internationally respected and fast-growing Virginia wine industry's first tell-all memoir.
- Author recognized across multiple industries as an award-winning entrepreneur, winemaker, and video producer.

Marketing & Publicity

- Marketing & Publicity will be overseen by the creative team at Mesh Omnimedia in association with Mascot Books.
- Book tours and wine tastings in major U.S. wine regions with Stephen Mackey, including national, independent, and campus bookstores as well as wine shops.
- Book signings and wine tastings at wine festivals, timber frame & log home expos and business conferences.
- Targeted online paid search campaigns (Google/Facebook)
- Affiliate program with national wine blogger network.
- Website & social networks.

About the Author

Stephen and his wife Shannon starred in the HGTV reality television series *Dream House*, which was filmed during the construction of their home and winery. Recognized internationally as a dynamic, entertaining, and inspiring public speaker, his passion for showing others how to face their fears, overcome adversity, and follow their dreams flows through his work.



Stephen is available for speaking engagements, book signings, and wine tasting events.

Ordering	Kate@MascotBooks.com Wholesale minimum order is 12
ISBN	978-1-63177-729-5
Format	6x9 Hardcover
Pages	410
Price	\$24.95
Authors	Stephen W. Mackey Foreword by Shannon Mackey

Distribution **INGRAM**

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