

**FOR IMMEDIATE RELEASE**

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**Christina Kann, Publicist**

[brandylanepr@gmail.com](mailto:brandylanepr@gmail.com) or 804.644.3090   
**Robert Pruett, Publisher**

[brandylanerhpruett@gmail.com](mailto:brandylanerhpruett@gmail.com) or 804.644.3090

**A Constructive Way to Celebrate National Procrastination Week**

[Belle Isle Books](http://www.belleislebooks.com/) of Richmond, Virginia is looking forward to their second annual celebration of a funky holiday in style. National Procrastination Week is the perfect time to sit down and reflect with *Don’t Dilly Dally, Silly Sally* by Marc Ferrari. Told in playful rhyme, this colorfully illustrated picture book is a tribute to all the Silly Sallys of the world who march to the time of their own beat -- who are always joyful, energetic, carefree… and chronically late!

Ferrari made the most of National Procrastination Week 2017 with a series of appearances and interviews. Since publication, Ferrari has been interviewed on FOX, ABC 7, and KEYT Santa Barbara news. He’s also sold out multiple appearances in the California area. With National Procrastination Week 2018 on the horizon, he’s looking forward to another round of engagements where he can talk time management and kids.

Author Marc Ferrari is a former recording artist, music publishing executive, and actor. He describes his experience working in rock ‘n’ roll as going from zero to sixty almost overnight, but after his daughter was born, his fast-paced life veered in a new direction. Inspired by his daughter, *Don’t Dilly Dally, Silly Sally* pays homage to and gently chides children who march to the beat of their own drum. Ferrari wants kids like his daughter to know their special sparkle makes them great—but not if it makes them late!

For more information about the author and illustrator, please visit the [Belle Isle Books website](http://www.belleislebooks.com/about-marilyn-seigle-and-maegan-penley.html).

**Interviews available upon request.**

[Belle Isle Books](http://www.belleislebooks.com/) is an imprint of [Brandylane Publishers, Inc](http://brandylanepublishers.com/)., an independent press located in Richmond, Virginia that has published books since 1985.

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*Don’t Dilly Dally, Silly Sally* (hardcover, 30 pages, $18.95 retail) is available from [amazon.com,](https://www.amazon.com/Dont-Dilly-Dally-Silly-Sally/dp/1939930812/ref=sr_1_1?ie=UTF8&qid=1518730364&sr=8-1&keywords=dilly+dilly+silly+sally&dpID=51Jbl7LHtjL&preST=_SX258_BO1,204,203,200_QL70_&dpSrc=srch) [bn.com](https://www.barnesandnoble.com/w/dont-dilly-dally-silly-sally-marc-ferrari/1125010719), and [belleislebooks.com](http://www.belleislebooks.com/store/p98/Don%27t_Dilly_Dally%2C_Silly_Sally.html).