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**Science Fiction Author Retains Media Relations Firm
*'à la carte' PR***

Charlotte, NC—(July 5, 2004)— Author Cherrie' Moses has retained Charlotte media and public relations firm *'à la carte' PR*. Moses' book, ERIN LANDERS AND THE PHANTOM PERIL OF THE NIGHT' is set for release in September. The book is a Science Fiction mystery story written for middle grade to young adult age levels and is the first in the Erin Landers Series.

"My goal is to write books which help develop the natural curiosity of children in exploring the many fascinating areas of science and archeology," says Moses, a 46 year-old retired primary school teacher in Tuckasegee, NC.

About: *'à la carte' PR*:

'à la carte' PR offers customized media and public relations services specifically aimed at meeting the needs of entrepreneurs, small and mid-size businesses, agencies and organizations. Specialties include electronic marketing, website creation and development, and business writing.

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