

ECHOES OF THE LOST

A MYSTERY

BY: CINDY BROWN

Sales Hook

One retired detective. One frightened boy. One daring librarian. The case that will unravel everything. A tense, emotional mystery perfect for fans of Michael Connelly and Liz Moore.

Book Description

He usually had something to go on: a body, a name, a weapon . . . What did he have now?

Retired detective Ster McCaffrey has lived in isolation since the death of his beloved wife. Recently disabled from a traumatic brain injury, his quiet life is interrupted when he wakes in the dead of night to find a child sobbing on his doorstep—leaving him with more questions than answers.

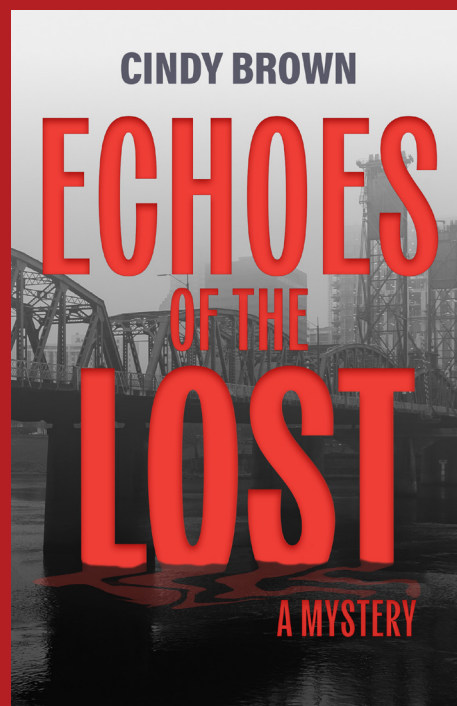
After learning that the boy and his missing mother are unhoused with no official investigation underway, Ster decides to solve the mystery himself. To do so, he'll need to interview a community whose voice is rarely heard: the houseless of Portland, Oregon. Diving deeper into their tight-knit circle, Ster realizes trust is hard-won, and answers even more so. The further he goes, the more difficult it is to tell where the case ends, and his past begins.

With threats to his home, new evidence found in the river, and signs pointing to murder—friends and enemies are closer than Ster realizes. Only one thing is clear: the boy is in grave danger.

For fans of Cindy Brown's *Macdeath*, now comes a fresh take on classic crime thrillers.

Key Selling Points

- **Proven Author Sales Track:** Cindy's sales for her previous books have both been steady and higher than Ooligan's typical range, and she has many media contacts in her genre that will help boost sales and promotion of the book.
- **Detective with Heart:** Broad appeal for classic crime readers as Ster works to solve the mystery of the boy's missing mother. The stakes are raised when Ster realizes his estranged daughter might be related to the case.
- **Relatable Main Character:** As Ster struggles with the loss of his beloved wife, he also learns how to be "retired," and learns to deal with his new disability. Additionally, he navigates caring for his new foster son. Many readers will be able to relate to Ster's struggle to find a new normal.
- **A Gloomy City, Perfect for Murder:** Explore Portland's underbelly and the rainy streets of downtown as Ster works to solve the case. Readers will enjoy how the city's dreary landscape adds to this tale of crime and intrigue.
- **Realistic Disability Representation:** The main character is navigating the difficulties of a traumatic brain injury. This perspective is a refreshing depiction of a person with a disability navigating through the world differently.
- **The Houseless are Heard:** Readers will feel intrigued by how Ster's investigation hinges on the testimonies from the unhoused on the streets of Portland.



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FIC048000 FICTION /
Urban & Street Lit

Audience

Our **primary audience** consists of fans of the crime detective genre (55-75) who are recently retired, dealing with grief, and enjoy solving a good puzzle. Our **secondary audience** (35-55) are active, dedicated community members. They are looking for books that deal with found family, houselessness, and true crime.

Comparable Titles

***Macdeath* by Cindy Brown.** Henery Press, 2015, 258 pages, \$15.95.

RTD Sales: 736. ISBN-13: 9781940976693.

***Extreme Vetting* by Roxana Arama.** Ooligan Press, 2023, 288 pages, \$18.00.

RTD Sales: 354. ISBN-13: 9781947845381.

***The Night Flowers* by Sara Herchenroether.** Tin House Books, 2024, 320 pages, \$17.95.

RTD Sales: 735. ISBN-13: 9781959030560.

***Finding the Vein* by Jennifer Hanlon Wilde.** Ooligan Press, 2021, 224 pages, \$16.00.

RTD Sales: 224. ISBN-13: 9781947845244.

***Thorn City: A Novel* by Pamela Statz.** Ooligan Press, 2024, 304 pages, \$18.00.

RTD Sales: 132. ISBN-13: 9781947845497.

Marketing & Publicity Highlights

- Promote the book for National Private Investigator Day (July 24, 2026), National Foster Care Day (May 5, 2026), National Mystery Month (May), National Crime Reading Month (June), etc.
- Independent Bookseller Outreach with mystery-focused bookstores like: The Mysterious Bookshop (NY), Murder By The Book (TX), Mystery to Me (WI), The Cloak and Dagger (NJ), Once Upon a Crime (MN), Raven's Book Store (KS), The Poisoned Pen (AZ), Mysterious Galaxy Bookstore (CA), etc.
- Reach out to mystery book clubs like Murder By the Book, Mystery Book Club at Barnes & Noble in Clackamas, T.C. O'Leary's Literary Society, Pageturners (book club in the Multnomah County Library system), Friends of Mystery Reading Group (Bloody Thursdays).
- Pursue author interviews and book discussions with radio outlets and podcasts such as mystery-themed podcasts and radio shows for potential promotion.
- We will host a giveaway tie-in bundle to help support other backlist titles like *Extreme Vetting*, *Finding the Vein*, or *Thorn City*.

Author Bio

Cindy Brown's body of work defies genre, yet her serious crime fiction, humorous mysteries, disability news stories, and comedic plays all share themes of justice and community. She has been shortlisted for an Agatha Award for her debut novel, *Macdeath*, and has had over a dozen plays produced. She also was awarded a disability journalism fellowship by *Women's eNews* in 2024.

Cindy and her husband live in their favorite city in the world, Portland, Oregon, where she continues to write stories that speak to her, hoping to shine a light on the goodness that surrounds us. Connect with her via her website, www.cindybrowner.com.

About Ooligan Press

Ooligan Press is a general trade publisher rooted in the literary tradition of the Pacific Northwest. A region widely recognized for its unique and innovative sensibilities, this small corner of America is one of the most diverse in the United States, comprising urban centers, small towns, and wilderness areas. Its residents range from ranchers, loggers, and small business owners to scientists, inventors, and corporate executives. From this wealth of culture, Ooligan Press aspires to discover works that reflect the values and attitudes that inspire so many to call the Pacific Northwest their home.

Founded in 2001, Ooligan is a teaching press dedicated to the art and craft of publishing. Affiliated with Portland State University, the press is staffed by students pursuing master's degrees in an apprenticeship program under the guidance of a core faculty of publishing professionals.

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