

For immediate release.

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Take a trip around the world with seven weeks of Peacemas.

To promote her holiday novel, author Shannon O'Neil is having a special promotional event on her blog.

St. Augustine, Fla. – It's in the air—the slight chill, the smell of home cooking and the sound of swaying palm fronds in the breeze. Peacemas has arrived and with it comes a new marketing campaign from author Shannon O'Neil for her novel *I'll Be Home for Peacemas*. In promoting her humorous tale of a complicated family's Christmases past and present, O'Neil has decided to spend seven weeks on her blog celebrating the title holiday invented by one of her characters.

"If people are confused by the title or the meaning of Peacemas, I think by the end of the seven weeks everything will be cleared up," said O'Neil. "It's a simple combination of traditions from other religious celebrations that's just meant to bring people together to celebrate what makes us all the same and yet unique in our own ways."

During each week of the celebration, O'Neil plans to follow Peacemas tradition by posting information about one of the seven continents that make up our world including important facts and links to charities that support important causes in each area. While indulging in the holiday's finer points, O'Neil will also be giving away eBook and paperback copies of her title to readers on her blog and Facebook.

"I love sharing the story of Bailey and her family so I'm excited to expand the book's reach with some new social media efforts this year," said O'Neil.

To find more information about Peacemas (the holiday and the book) visit shannononeil.net or facebook.com/Peacemas.

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