



# THE SECRET OF THE SWORD

## MEDIA KIT FOR THE SECRET OF THE SWORD

*The time of hiding in the shadows is over; I will purify the earth and create order out of Chaos. (Morgana to the grandson)*

By Sean R. Bell / Illustrations by Nastassia Mkrtychan

## ABOUT THE BOOK:

The Grandfather Chronicles – The Secret of the Sword by Sean R. Bell / Illustrations by Nastassia Mkrtychan

### **LOGLINES:**

- How far would you go for family?
- A grandfathers legacy becomes his grandson's future.

Long ago when battles were fought with magic and lands were conquered with armies, King Pendragon of Britain led a furious campaign to establish a vast empire over the magical lands now known as Western Europe.

Long-time friend and mentor to Pendragon, the great wizard known as Merlin, saw great potential, goodness and courage in the High King of Britain and presented a magical sword to him. Merlin offered the sword and its power to serve as a symbol to unify and establish order among the peoples of Western Europe. Merlin warned that the wielder of the sword must be aware of the inner power that can be obtained by the bond created with the power of the sword.

King Pendragon's sister and high apprentice of Merlin, the beautiful and stunning Morgana was becoming more and more powerful and her visions of the future greatly differed from that of her brother's. Living in the shadow of her brother's greatness, jealousy and anger towards the King and his reign fueled her lust for power and taste for destruction. As Morgana's powers grew even more powerful than that of the mighty Merlin, her appetite for supremacy grew as she threatened to destroy the balance that the High King had worked so hard to create. King Pendragon knew the threat his sister had become and thus challenged her to a duel on the rooftop of the highest tower of the castle.

King Uther Pendragon knew that a wizard is forever linked to their apprentice and therefore could not attempt to kill Morgana for he would destroy Merlin as well. Using an entrapment charm, he obtained from Merlin, he instead challenged his sister and using the sword in the epic battle between brother and sister, Pendragon trapped the life force of Morgana within the crystal jewel and bonded it to the sword. The battle left the King of Britain weak and very ill due to the energy it took to open the portal to the realm within the magical charm now part of the sword. Morgana was trapped, but at what price. Merlin knew that now only the bloodline of King Pendragon could wield the sword and the curse that was now attached to it. With Merlin's last ounce of power and Uther's last bit of strength, they buried the sword deep in the castle in a secret chamber that was hidden from the world.

As the high King of Britain lay on his deathbed, Merlin vowed to protect the Pendragon bloodline and devised a spell, which he attached to his magical ring. Only Merlin would know the location of the sword now as the dying words of Pendragon were...

...

"KEEP THE SWORD HIDDEN, THE POWER IT POSSESSES IS NOW NOT ONLY TOO GREAT TO WEILD, BUT UNLIKE ANY EVIL THE WORLD HAS EVER SEEN"...

King Pendragon's hand falls from Merlin's and the King of Britain gasps his last breath.

Sean R. Bell

40 Fairington Crescent, St. Catharines, Ontario, Canada L2N 5W3

(905) 941-3061 / [authorseanbell@gmail.com](mailto:authorseanbell@gmail.com)

Website: <https://www.thegrandfatherchronicles.com/> Twitter [@SeanRBellAuthor](https://twitter.com/SeanRBellAuthor)

## ABOUT THE BOOK, continued

**But that was just a legend, a story that was lost as years became decades.**

*Now, decades later, a Grandfather's past becomes his Grandson's future. The mysterious Pendragon bloodline that was thought to be a myth comes to life in the Grandson Ian Dekker, as he must now navigate the tricky waters of family history and save the world from falling into darkness from his greatest ancestor, Morgana Pendragon.*

The book itself seamlessly combines fantasy and reality in a unique and exciting journey that follows Ian Dekker, a descendant of the Pendragon bloodline. Thought to be a myth, the true origins of Excalibur link the Pendragons to a sinister past. As family secrets come to the surface and myths become reality, Ian finds himself in the middle of a magical war that will test his courage and define his destiny.

## THE GRANDFATHER CHRONICLES – THE SECRET OF THE SWORD – PRESS RELEASE:

### PRESS RELEASE

#### FOR IMMEDIATE RELEASE:

#### HOW FAR WOULD YOU GO FOR FAMILY?

**Canadian author uses real life memories and experiences with Grandfather to fuel his Arthurian Fantasy adventure.**

[ST. CATHARINES, ONTARIO – 07/15/2021] What would you do if you learned that one of the most evil sorceresses of all time was an ancestor of yours? Family defines the very nature in how we live our lives. We all have memories with our families that have helped shape who we are. The question is, how far would you go for your family if you learned that it was connected to an ancient evil? Canadian Author Sean R. Bell uses his creative imagination and memories with his Grandfather to create a world of fantasy and intrigue in his new fantasy/science fiction book, *The Secret of the Sword*.

Sean R. Bell's *The Secret of the Sword* tells the epic tale of a grandson, Ian Dekker, who discovers through a letter from his deceased Grandfather that he is a descendant of the magical Pendragon bloodline: the family who, in the Middle Ages, established a vast empire in Western Europe, giving rise to legendary figures such as the High King Uther, whose mentor was none other than the great Wizard Merlin. However, as Ian learns, King Uther had a jealous sibling named Morgana, who, after living in her brother's shadow, turned to darkness in order to gain power and exact her revenge. Merlin and Uther managed to trap Morgana inside the sword Excalibur—but now, centuries later, she is on the brink of escaping her magical prison with the help of loyal followers.

#### Review from Kirkus:

“Engaging...[*The Secret of the Sword*] is fundamentally imaginative – successfully marrying Arthurian legend with modern-day Canada.” -*Kirkus Reviews*

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### THE GRANDFATHER CHRONICLES – THE SECRET OF THE SWORD – PRESS RELEASE, continued



Sean R. Bell's book *The Secret of the Sword* is produced by FriesenPress, and is available for order from most major online book retailers, including the FriesenPress Bookstore and Amazon. The eBook is available for Amazon Kindle, iTunes Bookstore, Chapters/Indigo Kobo, Barnes and Noble's Nook, and GooglePlay.

#### **About the Author:**

Sean Rodricks Bell is a Canadian author born in St. Catharines, Ontario. Growing up, his creativity and interests were encouraged by the loving relationship he shared with his grandfather. Sean has long been fascinated by epic narratives, fantasy literature, Arthurian legends, and powerful villains. Combined, these influences led to the writing of his first book, *The Secret of the Sword*, which is part of his forthcoming series, *The Grandfather Chronicles*.

#### **Contact**

SEAN R. BELL

PHONE NUMBER: 905-941-3061

EMAIL: [authorseanbell@gmail.com](mailto:authorseanbell@gmail.com)

WEBSITE: [www.thegrandfatherchronicles.com](http://www.thegrandfatherchronicles.com)

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## LINKS TO MEDIA TRAILERS:

In association with Friesen Press, we have developed two teaser trailers, and one official trailer that previews the Grandfather Chronicles – The Secret of the Sword. Please use the links below to view the trailers.

<https://www.youtube.com/watch?v=rwmu7ObLQFc> – Coming Soon Trailer

<https://www.youtube.com/watch?v=o3dZuCUaY-w> – Available Now Trailer

Grandfather Chronicles OFFICIAL TRAILER #2 by Sean Bell - <https://youtu.be/iUgbBJ6mYNs>



## ABOUT THE AUTHOR & ILLUSTRATOR:

**Sean Rodricks Bell** is a Canadian author born in St. Catharines, Ontario. Growing up, his creativity and interests were encouraged by the loving relationship he shared with his grandfather. An avid reader and story teller, he has long been fascinated by epic narratives, fantasy literature, Arthurian legends, and powerful villains. Combined, these influences led to the writing of his first book, *The Secret of the Sword*, which is part of his forthcoming series, *The Grandfather Chronicles*. His imagination and dedication to nurturing family values has helped Sean in creating a world filled with magic that readers of all ages will relate to. As well, Sean has an extensive background in Media Production and design and attended the Media Arts program at Sheridan College. He currently resides in St. Catharines, Ontario, with his dog Rocky.

*From Sean:*

*“When you can take real life experiences and combine that with a passion, you are destined for success”*

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**Nastassia Mkrtychan** is from Belarus and started drawing from a very young age. As well as drawing in school, she attended additional drawing lessons that helped sharpen her skillset. She has always enjoyed fantasizing and visualizing different ideas using her imagination. By the end of school, Nastassia was more interested in technical things, so she entered to become an architect. As time went on, designing buildings did not give her the same pleasure and self-realization as drawing freely. In this direction, she could not develop all her ideas creatively and instead, began to put all her strength into developing herself into an artist. Furthermore, her education greatly influenced her work and helped put her on the path she continues today. Nastassia's passion is working on illustrations for books, games and albums. Her process involves the author of the work sharing his/her vision of the invented world. As an artist, she helps to embody its atmosphere and using her imagination and creative skills brings that vision to life.

*From Nastassia:*

*"I am very glad when my vision complements the world of the author and other people can most fully plunge into the atmosphere of the work. This inspires me to new work"*



### AUTHOR QUESTIONS AND ANSWERS:

#### **Q: How did this project Start?**

I was blessed and very fortunate to have such a special relationship with my Grandfather on my Mom's side of the family. He was my hero. My Mom always said to me impressions made upon you when you are young can help shape who you become and I have always kept this quote in my head. The special memories I shared with my grandfather provided the inspiration for this story I wanted to tell. I always believe write what you know so you can achieve that personal touch. So, it was through these special memories of my Grandfather, that this story started to take shape. I love Fantasy and Science Fiction stories, movies and television. The idea of taking my family and the memories I hold close and combining that with a story I created from my imagination and love of Fantasy gave way to the creation of the Grandfather Chronicles.

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## AUTHOR QUESTIONS AND ANSWERS continued:

### **Where did you get the idea for this book?**

Stories that seamlessly blend fantasy and reality make for wonderful adventures. If you can relate your story to the everyday world around you, you can make Fantasy that much more real. The idea for this book started with the relationship with my Grandfather. I always looked up to him and held him in the highest regard. He always put me first and spoiled me, especially with love. He was the image of family, very wise and respected, and who I inspired to be when I grew up. As I started reflecting back on the great times we had together, my imagination took over and I wondered, what if my Grandfather was a member of a secret society. Then my imagination took over and my Grandfather Chronicles started to take shape.

### **What traits and other tidbits do you share with your main character?**

The character of Ian, the protagonist of this book was created out of the memories I shared with my Grandfather. Furthermore, my Grandfather's house in Montreal is a location used in the book itself. As Ian learns about this secret life of his Grandfather and how it relates to him, I directly related it to what I would feel if I discovered this new information about my Granddad's life.

### **Did any of your inspiration for this book originate in your real-life experiences?**

Absolutely. The relationship between Ian, the grandson and the grandfather is inspired by my real-life relationship that I was so lucky to have with my Granddad. One of the highlights of the book is that Ian is able to tap into memories of his Grandfather and those memories are based on real-life experiences I had.

### **Are there any specific authors whose writing styles or subject matter inspired your book?**

I have always enjoyed Stephen King and his approach to writing and storytelling. His stories always start right in the middle of the action and explain things as you go along. I love this approach as I really strive to hook my audience right away and always leave them wanting more.

### **Do you have another project in the works? If so, what is it?**

The idea was to always do a trilogy. This is Book #1 of the Grandfather Chronicles and I am excited to say that Book #2 is well underway.

### **Why did you Self Publish and when you self-publish, do you do it all yourself?**

The story and the ideas I created for this first book were very raw and were in need of editing. My aunt, who is an avid reader with a very strong grasp on English and Grammar worked with me when the story was finished to make sure the grammar was appropriate. The idea of Self-Publishing was just a pipe dream at that point. It was only after discussing the idea with family and friends, sitting down with my Mom, who I am very close to, that it was decided that we would Self Publish. The idea of Self-Publishing came about because it's very difficult to break into the Media industry and although I believed I had a great story that I wanted to share with the world, I didn't know how or where to begin.

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## AUTHOR QUESTIONS AND ANSWERS continued:

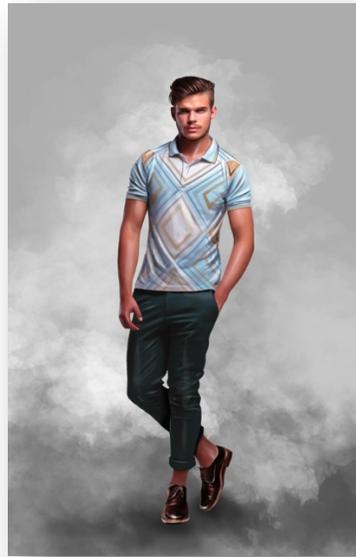
What I really enjoyed about the Self-Publishing experience is that I had professionals working with me to make sure the final product is the best it can be and it's my story. I was so fortunate to have a great editor

who specialized in fantasy and she helped shape my ideas into a professional craft. I also had a wonderful Publishing Specialist who was there to guide me and answer any questions I had about the process. You are responsible for making the edits and implementing changes along the way; however, I was very lucky to have seasoned professionals' value the effort, work and time I put in to this project.

## CHARACTER SNEAK PEAK:



*Figure 1: The Sorceress Morgana*



*Figure 2: The grandson, Ian Dekker*

## MARKETING PLAN:

**Overall Strategy:** The Secret of the Sword takes place largely in Montreal, with parts of the story also happening all over the world. As well, St. Catharines is home to the author of the book and is located right in the middle of the golden horseshoe. Niagara Falls and Niagara on The Lake present a unique opportunity. With visitors numbering in the millions each year to this region, a superb opportunity exists. There is a rich and dark history to Niagara that relates to Fantasy and Science Fiction. Tourists love to buy gifts that reflect where they have been vacationing, and they enjoy reading about the places they have visited and with the launch of the Grandfather Chronicles – The Secret of the Sword, visiting the home of the author, this is a great way to build up a local following as well as tourists travelling back home. The overall marketing plan to start will focus on The Niagara Region and Montreal and build from there.

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## MARKETING PLAN CONTINUED.

**Target Audience:** The story itself is set to target ALL ages and genders, however primarily the Target Audience would be the ages of 18-29 (though the true target is more specific to interests then age and Social Media Advertising can help achieve this). The book targets are specific to interest and will start locally and build to Canada and the United States and countries such as India – are wide readers of Fantasy books.

**A note on the interest groups in Niagara:** Sean has a connection with a number of locals and businesses in Niagara and has established a history with this region and is comfortable establishing contact and a live presence to pitch and present the book. This will help to build the brand locally. Unique businesses in Niagara offer a great opportunity.

**Competition:** Fantasy and science fiction novels with Canadian content, which are relatively uncommon. Historical fiction novels, although it is unlikely that others set in Niagara exist with a similar science fiction twist.

**Bookstores:** The Old Niagara Bookshop on Regent Street in Niagara-on-the-Lake is a regional focal point for the sale of printed copies in Niagara on the Lake. Sean will also be approaching other Niagara Region bookstores and unique gift shops, and will host book signings and other events as needed. These will be done a consignment basis.

**Book launch:** a book launch is in the works when Covid Restrictions allow in St. Catharines and Montreal. Details to follow.

**Media kit:** This media kit will be made available to radio, TV, and printed media outlets.

**Online presence:** a solid online presence is planned: the website (already launched), Facebook, Twitter, Goodreads, and others. As well, Social Media Advertising is planned to extend the reach outward as awareness and readership picks up.

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## ORDERING INFORMATION:

### Book Details:

188 of pages

Size of the book: 6.0 x 9.0 inches

### ISBNs:

978-1-5255-7762-8 Hardcover

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987-1-5255-7764-2 eBook

### Categories:

Fiction, Science Fiction

Fantasy, Arthurian Legend

Mythology, Excalibur

### Keywords:

Family, Montreal, Arthurian Legend,

Merlin, Morgana, Self-Discovery, Adventure



### FriesenPress Bookstore Prices:

Paperback \$23.99 USD

Hardcover \$34.99 USD

eBook \$4.99 USD

Retailer prices will vary, depending on currency exchange rates and store policies. As well, consignment prices are done on a store-by-store basis.

### Available at the following outlets:

**In Bookstores/Giftshops:** *Forget Me Not*

*33 Lakeshore Road, St. Catharines, L2N 7B3*

### Online Paperback & Hardcover:

[FriesenPress Bookstore](#)

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# THE GRANDFATHER CHRONICLES

The Secret of The Sword

Sean R. Bell

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