

PRESS RELEASE

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Hated, Betrayed, and Self-exiled, Peggy Caserta Was Called “A Bad Influence” on Her Girlfriend Janis Joplin—But She Survived Heroin Addiction, Society’s Conviction, Rehab, Prison, and Caring for Her Mother with Dementia, to include it ALL in New Memoir, I RAN INTO SOME TROUBLE

Smoke pot. Do LSD. Launch a multi-million-dollar clothing boutique. Inspire Levis to make bell-bottoms. Get Jimi Hendrix a job and loan Jerry Garcia money for an amp. Dress the Grateful Dead for photo shoots. Embezzle a pair of jeans for Janis Joplin. Fall in love with a legend. Be helicoptered into Woodstock. Publish a bestseller for dope. Break pot smugglers out of a Mexican prison. Hunt for heroin. Do heroin. Rehab. Repeat. Go to prison. Experience all of it in Peggy Caserta’s redemptive memoir.

AUGUST 1, 2018 — *Deadwood, OR* — Peggy Caserta, founder of the famous Haight-Ashbury hippie boutique Mnasidika, and lover and long-time friend of Janis Joplin, was a Louisiana homecoming queen turned airsick stewardess who eventually landed in 1960s San Francisco and set up shop. Her store was a hang-out for The Grateful Dead, and where Owsley’s LSD was sold and enjoyed.

Caserta runs into trouble often — drugs, rock-and-roll, lovers, prison, rape, rehab — but she also has a whole lot of fun, success at 24 years old, an inexplicable kinship with the biggest rock legends in history, and is now attracting interest in her life-story. Film/TV have been optioned to Peter Newman Productions—“JANIS” starring Oscar-nominated Michelle Williams, directed by Sean Durkin, is in production.

Famed 1960s artist Wes Wilson, creator of the liquid-melting type which exemplifies the hippie era, designed a jaw-dropping cover, capturing his friend’s essence in a psychedelic Mona Lisa.

I RAN INTO SOME TROUBLE will be available in August 2018 from booksellers internationally in print and eBook, and from Bookshare for visually-impaired readers.

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I Ran Into Some Trouble by Peggy Caserta and Maggie Falcon; 288 pages, Pub Date: August 14, 2018; HARDCOVER ISBN: 978-1-942545-82-8, \$30; SOFTCOVER ISBN: 978-1-948018-08-1, \$19; EBOOK ISBN: 978-1-948018-20-3, \$9.99 BIO022000/ BIOGRAPHY & AUTOBIOGRAPHY/Women; BIO026000/BIOGRAPHY & AUTOBIOGRAPH /Personal Memoirs; SOC022000/SOCIAL SCIENCE/Popular Culture; MUS035000/MUSIC/Rock; PSY038000/PSYCHOLOGY/Psychopathology/Addiction; Distributed by Ingram, Follett, Coutts, Bertrams, and Gardners. Available in Braille from Bookshare; Wyatt-MacKenzie in Deadwood, Oregon celebrates 20 years of indie publishing in 2018. <http://www.wymacpublishing.com>, peggycaserta.com