

A Fake Book by Jackie Eckel

September 2025 | \$19.99 | paperback

Publisher: Not Real Publishing

Editor: Ross Zimmermann

Designer: Candace Schiebelbein

Printer: Example Printers

AI Disclosure: To the best of our knowledge, no generative AI was used by the author in writing this book. No generative AI was used by the publishing house in the production or marketing of this book.

ABOUT THE BOOK

A Fake Book is an exceptionally strong debut novel from Jackie Eckel. Originally from Saskatchewan, Jackie has lived all over Canada, working as a librarian with various regional and academic libraries, she currently lives in Edmonton, Alberta. Her novel explores the lives of several women who utilize Big Town's local library – a first-time teacher, an elderly bookworm, and two young mothers battling post-partum. Not Real Publishing was extremely impressed with the strength of the narrative and the way in which the several character points of views merged.

In this heartwarming and quietly powerful novel, the lives of four women intersect within the sun-lit aisles of Big Town's small but beloved library. A nervous first-year teacher seeks guidance—and escape—in the stacks as she struggles to find her footing in the classroom. An elderly bookworm, equal parts sharp and gentle, offers unexpected wisdom while confronting her own loneliness. Meanwhile, two young mothers, each wrestling with the fog and fear of postpartum challenges, slowly find solace in stories, in each other, and in the safe hush of the library's reading corner. As their paths intertwine, the library becomes more than a building—it becomes a refuge, a bridge between strangers, and a reminder that healing often begins with shared stories.

Not Real Publishing editor Ross Zimmermann was so pleased to work with Jackie to polish the story. Ross Zimmermann has a strong attention to detail. Not Real Publishing is so delighted to bring *A Fake Book* out into the world! Its publication has been met with several positive reviews and invitations to literary festivals and other events.

DESIGN NOTES

Jackie wanted the cover to look like an old library card. We worked with award winning designer Candace Schiebelbein to create the cover. Candace sourced library cards from across Alberta from the years 1920-2025. We experimented with many treatments and fonts. It was Jackie's suggestion to go with the embossment, as it calls back to a conversation the characters have in the novel. We were careful to tie cover images to parts of the story, as it was an important factor for Jackie and her creative vision.

REVIEWS

"A beautiful book and a beautiful message." – John Smith, founding host and co-creator of The Book Podcast, ABC Radio

"My favourite book of the year. Both heartbreak and funny; *A Fake Book* reminds us what it means to be a good friend and a good neighbour." – Jane Doe author of *Title*

"An important work of fiction." – A.B. Cee author of *Story*

"Jackie Eckel's writing is transformative. She's able to capture what it means to find happiness in even the most unexpected places. It's hard to imagine that this is her first novel. We are excited to see what she does next." – *Alberta Views*

"A strong debut that is thoughtful and adventurous. A tale of community, love, loss, and the power of books." – *Quill and Quire*

"Simplistic and paired down, this book offers something refreshing and new." - *The Leader Post*

"Libraries are often relegated to places of books and silence. *A Fake Book* reminds us that libraries are often the heart of the community, offering a free place to be human—a rare thing nowadays." – *Literary Review of Canada* ([see full review](#))

"A perfect book for anyone who loves the library and the power of unexpected female friendships." - *New York Times* ([see full review](#))

"This book will make you laugh, cry, and go straight to the library. This novel reminds us that it's not the destination, but the friends we made along the way." – Betty Veronica, *Edmonton Journal* ([see full review](#))

“A *Fake Book* creates a world that feels so real and special. It is hard to say goodbye to these characters and their unique friendships.” – Rye Munro, Author of *Story Book* ([see full review](#))

APPEARANCES AT:

- September 2025: Ottawa International Writers Festival
- September 2025: Not Real Publishing Spring Launch at Magpie books, Edmonton
- September 2025: Not Real Publishing Spring Launch at Central Library, Calgary
- September 2025: Reading at Mad Hatter Comedy Club, Medicine Hat
- September 2025: Reading at Analogy Books, Lethbridge
- September 2025: Reading at Wood Buffalo Regional Library, Fort McMurray
- September 2025: Reading at Alt Haus, Saskatoon, SK
- September 2025: Reading at The Artesian, Regina, SK
- September 2025: Reading at Librairie De Still, Montreal
- September 2025: Reading at Novel Idea, Kingston, ON
- October 2025: Plan 99 Reading Series, Ottawa
- October 2025: Ochre Fest, Ochre Pit Cove, Newfoundland
- October 2025: Writers at Woody Point festival, Newfoundland
- November 2025: Reading at NSCC, Halifax NS
- November 2025: Wild Writers Literary Festival, Waterloo, ON
- November 2025: Perth WriterFest, Perth, ON

PROMOTION AND PUBLICITY

Not Real Publishing collaborated with Jackie to promote *A Fake Book*. Promotional activities included:

- Not Real Publishing organized a book tour. This included four destinations in Alberta, and two in Saskatchewan, where the author is from.
- We gave logistics and promotional support for events and readings that Jackie was invited to.
- Not Real Publishing pitched *Fake Book* and Jackie to multiple festivals and fairs. She was accepted into several, as seen above.
- Not Real Publishing made specialized social media materials in the style of library cards.
- Not Real Publishing placed advertisements in *Literary Review of Canada*, *Quill and Quire*, *Freefall*, *Whitehots* [library distributor], and other publications.

- Not Real Publishing sent out several advanced reading copies and paired with three Canadian book influencers to promote the book.
- Within the first month we sold over 2,500 copies and had to do a second printing of 500.
- Jackie used her connections in Edmonton's literary community to organize workshops, readings, and signings.

AWARDS

Not Real Publishing submitted *Fake Book* to several awards including:

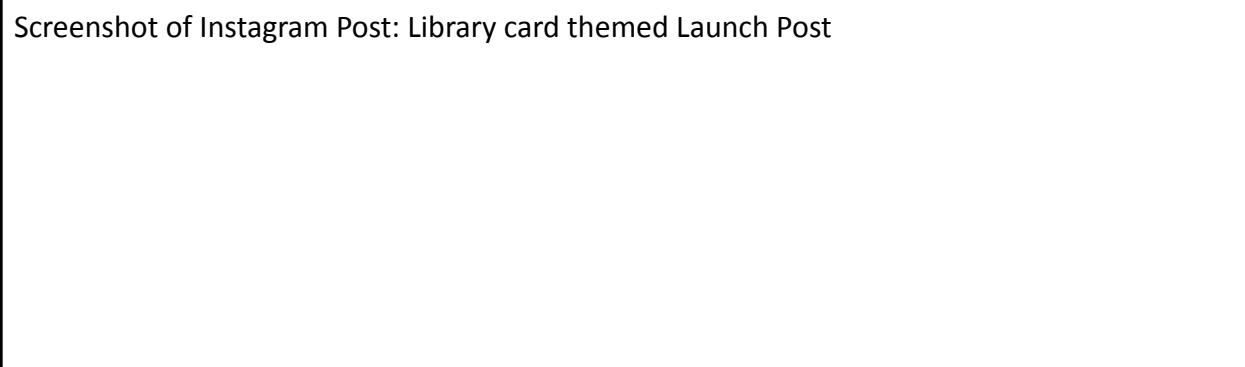
- The Merit Light Literary Up Award - winner
- The 2025 Edmonton's Greatest Writer Award - shortlisted
- The Antonini Literary and Library Award - shortlisted
- The Zwyarch Literary Elite Prize - shortlisted
- Edmonton Best Book Ever Prize - shortlisted
- Regina Local Literary Hero Award - shortlisted

INTERVIEWS

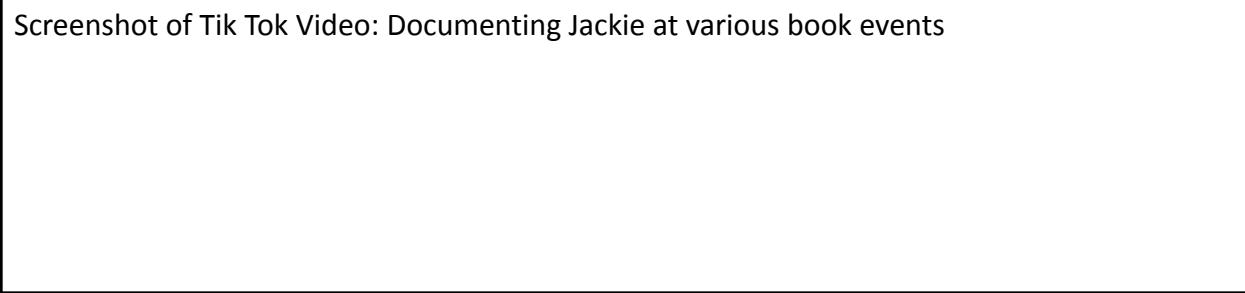
- Interview on the [Writers on Writers on Libraries](#) podcast
- Interview on [Minnie and the Whale of a Tale](#) podcast
- Interview on the [CBC Morning Show](#)
- Interview on [Timmy's Top Ten](#) podcast

The next page contains screenshoted examples of our social media marketing for *A Fake Book*.

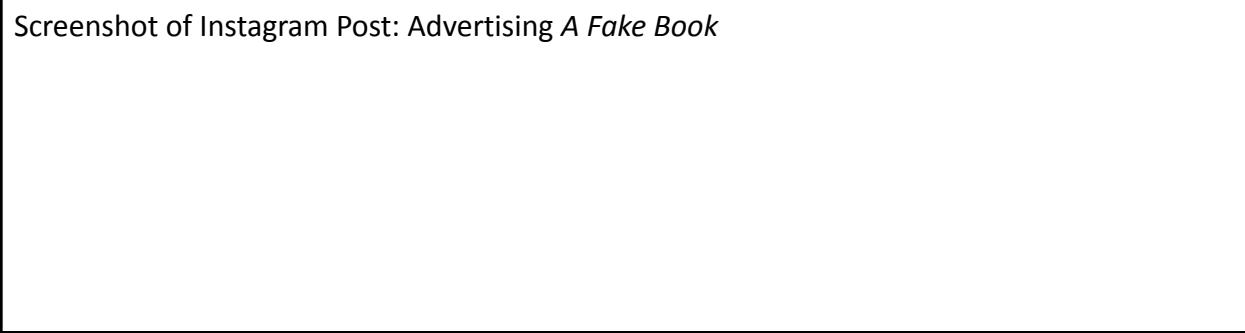
Screenshot of Instagram Post: Library card themed Launch Post



Screenshot of Tik Tok Video: Documenting Jackie at various book events



Screenshot of Instagram Post: Advertising *A Fake Book*



*Please note that this submission is purely for exemplary purposes. All names, events, books, and awards are fictitious or used fictitiously by the BPAA for learning purposes only.