



28 December 2002

Editorial Department
Pelican Publishing Company
PO Box 3110
Gretna, LA 70054

Re: *Zydeco Shoes: A Sensory Tour of Cajun Culture*

Dear Sir or Madam:

Americans' fascination with unique, homegrown cultures is evident in the foods we eat, the music we enjoy and the stories we celebrate. *Zydeco Shoes* provides a multi-sensory exploration of a culture whose popularity continues to increase across the country, that of the Cajuns.

More than just an art book, *Zydeco Shoes* depicts Cajun life through the vibrant paintings of New Orleans artist Earl Hebert, the traditional recipes of restaurateur Charley Goodson, and the Grammy-award-winning music of Clifton Chenier. Earl's paintings and his commentary on the life they portray are interspersed with recipes and, we intend, will be accompanied by Clifton Chenier's *I'm Here* CD (to be inset into the back of the book's slipcover). The book will run approximately 110 pages and will take 3-6 months to complete.

Beyond an audience among the Cajun population and its fans, *Zydeco Shoes* will appeal to a broad range of people in several markets. It can be promoted within the art world and the music world, to food connoisseurs and as popular culture. It also has excellent potential internationally, in Canada and other French-speaking areas of the world.

The book was conceived by a team consisting of Earl, Bob Swanson (a graphic designer and owner of an advertising agency), and myself. I have spent over 20 years writing marketing communications and currently own a marketing consulting firm. Originally, we had hoped to self-publish *Zydeco Shoes* and constructed a mockup (from which the enclosed thumbnails were created) as a tool to enlist investors. However, given Pelican's extensive list of titles addressing Louisiana culture, we agreed that it made much more sense to invite the experts to handle the project.

Thank you in advance for your consideration of this query.

Sincerely,

Alexandria Hayes
President