

FOR IMMEDIATE RELEASE:

Lisa Jey Davis

PH/FAX: 970-920-4553

CELL: 970-948-1109

ljdavis@lisajeydavis.com

www.lisajeydavis.com

**Awards Role in for MILF This! Confessions of a Hot Mamma
This Time Top Honors at NY Book Festival for Ms. Cheevious herself, Lisa Jey Davis**

*MILF This! one of hottest unpublished titles around.
Davis wins top honors for Unpublished Manuscript at New York Book Festival 2007.*

(New York, NY / Aspen, CO) June, 2007 – Lisa Jey Davis has started a sensation with *MILF This! Confessions of a Hot Mamma* (aka. *Ms. Cheevious in Hollywood*). While recently honored with a coveted National Indie Excellence book award as a finalist in the Women's Issues category, now, Ms. Cheevious takes the top prize for unpublished manuscripts at the 2007 New York Book Festival.

MILF This! is Davis' own story, and holds natural appeal to women (and men). In the aftermath of a bitter, devastating divorce, Davis landed a job of a lifetime as a talent manager and booker working in music television in Los Angeles. Now, as apparent yummy mommy amid a stable of younger, hot men, she found herself in a new role, MILF. Fascinated by the concept, and surprised by the attention, Davis thrives. She learns divorce is more a beginning than an ending and becomes a woman in full flight. *MILF This!* is full of the juicy details depicting Davis' flirtations and dalliances with young men and loaded with insider entertainment industry dirt. When asked about the idea for the book, Davis was quoted as saying, "My real hope is to entertain and inspire women to set lofty goals and achieve the life of their dreams regardless of life's setbacks," She laughs, "but honestly, I think men will enjoy reading this as much as women! It's a pretty fun peek into the minds of women."

MILF This! Confessions of a Hot Mamma is a multi-market marvel. It's a guide for newly divorced women, hungry for a perspective on getting their lives back on track after a messy split. For plugged-in members of a media-savvy generation, it's a behind-the-scenes look at how the music and television industries actually work. It's a look at MILF as an emerging concept. And it appeals to anyone looking to lose themselves in a fun, flirty page turner.

Significant advance buzz is expected to lead to great interest, based not only on her awards and accolades, but also on Davis' profile as a writer, speaker and media commentator. She is a trusted expert on a variety of issues, including dating and singleness, various women's issues, marketing, motivation and stress management.

About Lisa Jey Davis

Lisa Jey Davis has a rich, varied set of experiences informing her work. Starting out writing ad copy in a small media business in Albuquerque, she has been a marketing and public relations consultant to varied industries such as internet, technology, professional disciplines and publishing. She is a contributor for several publications including *Aspen Sojourner*, *Mountain Home Style*, *Fifth Column Magazine*, *Mountain Parent* and *New York Review*, to name a few.

Visit: <http://www.lisajeydavis.com>, <http://www.MsCheevious.com> or <http://www.milfthis.com>

New York Book Festival Winners: http://www.newyorkbookfestival.com/event/details.asp?event_id=9

Indie Excellence Book Awards results: <http://www.pubinsider.com/indieresults.html>

For information on the emergence of the MILF in popular culture, read **NY Magazine**'s article: <http://nymag.com/news/features/2007/sexandlove/30915/>

###