

CHRISTY SCOTT CASHMAN



CHRISTY
CASHMAN
AUTHOR

AUTHOR | ACTRESS | PRODUCER

PRESS KIT

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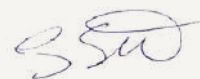
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"I believe creativity is a necessity,
not a luxury."



ABOUT CHRISTY

Christy Scott Cashman is the bestselling, award-winning author of *The Truth About Horses*, a breakout debut that continues to attract readers across the U.S. and internationally and remains a strong seller years after publication. The novel has earned her a devoted readership and multiple national honors. A writer, actress, and producer, she brings decades of storytelling experience across film, literature, and the arts.

Christy is the founder of YouthINK, a creative arts foundation empowering young people through imagination and expression. She is deeply involved in Boston's literary community and serves on the Board of the Associates of the Boston Public Library.

Her second novel, *What Happened In Beulah*—a gripping coming-of-age story infused with suspense and shaped by her North Carolina roots—will be published on October 20, 2026. Christy divides her time between Boston, Martha's Vineyard, and Pennsylvania, where she enjoys family life with two dogs and four horses.



With the critical and commercial success of her debut, Cashman returns with *What Happened In Beulah*, a haunting coming-of-age mystery set in the Smoky Mountains in the 1980s — poised to expand her readership and reach new audiences.

40k

SOCIAL MEDIA
FOLLOWERS

30k

COPIES SOLD OF
DEBUT NOVEL

10m

10 MILLION
PRESS
IMPRESSIONS

AUTHOR HIGHLIGHTS & DEMOGRAPHICS

TOP HIGHLIGHTS

- National Awards & Honors
- #1 Bestseller on Amazon - Coming of Age General Fiction & Death & Dying
- Praise From: Harry Connick Jr., Joyce Carol Oates, Elin Hilderbrand, Tom Perrotta, Colum McCann, Jane Seymour, Carly Simon & more
- Featured In: National television & radio. literary platforms & regional and national press coverage

READER INSIGHTS

Most readers are women who enjoy immersive, character-driven stories in contemporary fiction, romance and women's fiction. They're actively engaged with authors on social media and book communities.

70% Paperback

10% Audiobook

20% Kindle

OVERVIEW

40K+

SOCIAL MEDIA FOLLOWERS

5K

NEWSLETTER SUBSCRIBERS

30K

COPIES SOLD OF DEBUT NOVEL

10M

10 MILLION PRESS IMPRESSIONS

1,800+

AMAZON/GOODREADS REVIEWS

25-55
YEARS OLD

85%
FEMALE



DEMOGRAPHICS

83% US | REGIONS

7% CANADA | REGIONS

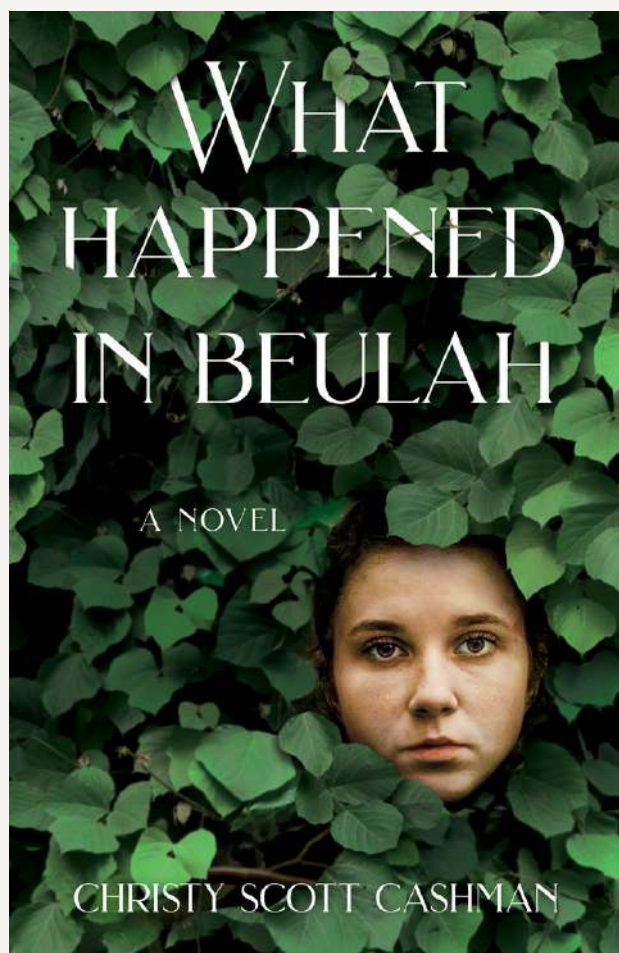
5% AUSTRALIA | INDIA

5% UK | REGIONS

WHAT HAPPENED IN BEULAH

A NOVEL





UPCOMING NOVEL

WHAT HAPPENED IN BEULAH

AVAILABLE 10.20.26

Nestled in the foothills of the Smoky Mountains, Beulah has always seemed steady—rooted in tradition and slow to change. But in 1986, fifteen-year-old Barrett Childress Owens feels invisible in her own hometown, caught between her parents' unraveling marriage and her own sense of displacement.

When Lacy Gunderson, the captivating new girl, suddenly disappears, the town's calm surface fractures. As search parties comb the woods and rumors spread, Barrett begins to see how much the adults around her refuse to say.



“Beulah is a wonderful book—funny, sharp, and poignant. It’s a story designed for all of us, of all ages and all wisdoms. It points to the necessity of recovery. It’s a novel of ghosts present and ghosts past, with alcoholics and dreamers and preachers and small-town grifters all coming together in one place—the everywhere of guilt and consequence, the kudzu of our lives.”

-Colum McCann

**Author of Apeirogon and
Let the Great World Spin**

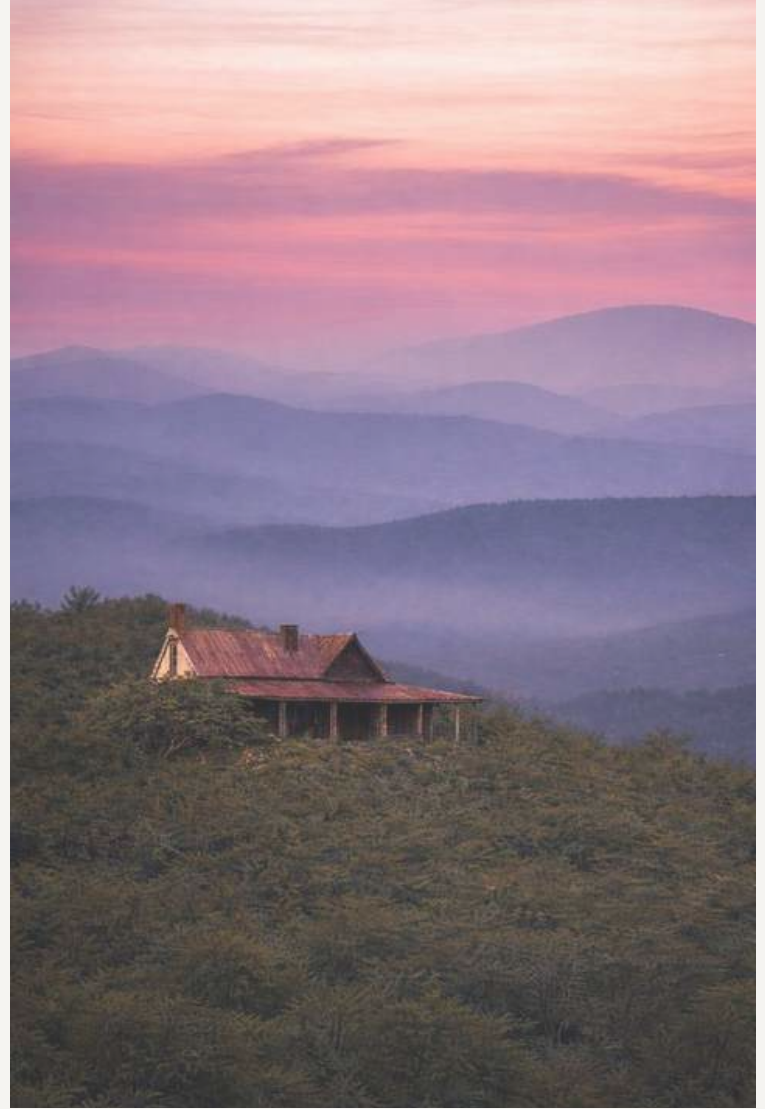
Amid the town's familiar rituals—beauty pageants, social hierarchies, and unspoken histories—she must navigate a community where loss lingers and secrets are carefully kept, reshaping her understanding of friendship, family, and belonging

A rich coming-of-age novel infused with mystery and romance, Beulah explores the fault lines of a small town and the courage it takes to face the truths people would rather bury.

NOVEL #2

WHAT HAPPENED IN BEULAH

A teenage girl uncovers the dark secrets of her Smoky Mountain town while searching for a missing classmate in this gripping coming-of-age mystery, perfect for fans of *Where the Crawdads Sing*.



KEY SELLING POINTS

- Evocative small-town Appalachian setting
- Strong female protagonist
- Secrets and generational silence
- 1980s nostalgia
- Book club–friendly themes
- Southern Gothic undertones
- Loyalty, belonging and truth

AWARD-WINNING STORYTELLER

Christy Scott Cashman brings the emotional depth and cinematic storytelling of her acclaimed debut *The Truth About Horses* to this gripping second novel.

AUTHENTIC SOUTHERN ATMOSPHERE

Vividly captures 1980s Appalachia, with rich attention to regional culture, class divisions, and community traditions.

UNIVERSAL THEMES OF BELONGING

Explores identity, family dysfunction, and social pressure through a deeply relatable protagonist.

MYSTERY-DRIVEN COMING-OF-AGE

A compelling missing-girl storyline anchors an emotionally resonant journey of self-discovery.

STRONG BOOK CLUB APPEAL

Offers layered discussion topics including truth, loyalty, generational trauma, and resilience.

ESTABLISHED AUTHOR PLATFORM

Backed by a national readership, strong media presence, and proven event success.

TARGET AUDIENCES

- Young Adult and crossover adult readers
- Women's fiction audiences
- Fans of emotionally driven Southern fiction
- Fans of Delia Owens, Ann Patchett, Barbara Kingsolver, Chris Whitaker and Kaye Gibbons

EARLY PRAISE

WHAT HAPPENED IN BEULAH

AVAILABLE 10.20.26



COLUM MCCANN

"Beulah is a wonderful book—funny, sharp, and poignant. It's a story designed for all of us, of all ages and all wisdoms. It points to the necessity of recovery. It's a novel of ghosts present and ghosts past, with alcoholics and dreamers and preachers and small-town grifters all coming together in one place—the everywhere of guilt and consequence, the kudzu of our lives."



MARTHA SWEETZY

"Welcome to Beulah, Tennessee. With a keen eye and a sharp Southern vernacular, Barrett Childress Owens, the different and disillusioned 15-year-old heroine of Christy Cashman's new book, will give you an unsentimental tour through childhood loss, teenage angst, and generational mystery. Don't miss it!"



JANE SEYMOUR

"I found it very cinematic. I couldn't put it down."

EARLY PRAISE

WHAT HAPPENED IN BEULAH

AVAILABLE 10.20.26



LESLIE ZEMECKIS

"In Beulah, it's hard to be different-and for Barrett, it's nearly impossible. As she navigates family struggles, a mother battling addiction and the arrival of a mysterious newcomer, Barrett searches for where she truly belongs. Written with heart and humor, this moving coming-of-age story captures life in the shadows of the Smoky Mountains."



BEN MEZRICH

"Christy Scott Cashman has created a vivid and haunting world that readers won't want to leave. Rich with atmosphere, mystery, and heart, What Happened in Beulah has all the ingredients of the next great adaptation."

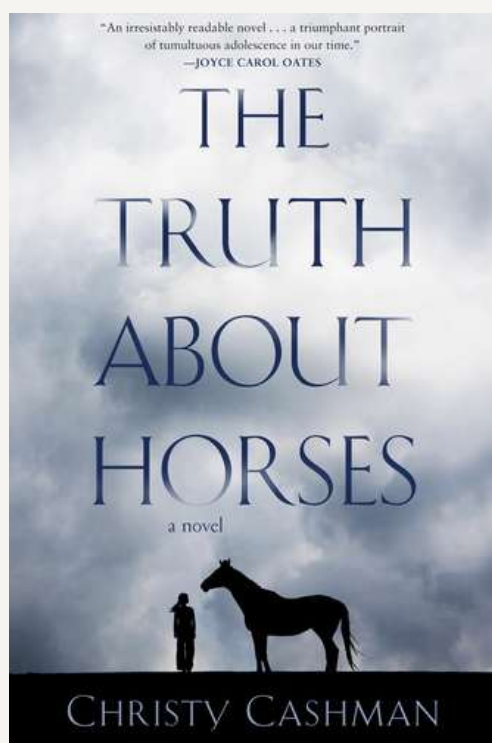


SHANNON PASTUSZAK

"Wow, Christy did it again! What Happened in Beulah speaks to that part of all of us that has wondered if we truly belong. Set in the Smoky Mountains in 1986...with Dollywood opening, small-town secrets, family struggles and budding romance...Christy captures all the magic, hope, uncertainty and heartbreak of growing up. Haunting, gripping and unforgettable, this coming-of-age story pulls you in from the very first page - and stays with you long after the last. I can already see it on the screen."

DEBUT NOVEL

THE TRUTH ABOUT HORSES A NOVEL BY CHRISTY CASHMAN



Reese Tucker's family lives a simple, hardworking existence on their farm in Birdwood, South Dakota. Their love for the horses they raise and train is the only thing that keeps their business afloat. But their fortunes could change if they find a horse special enough to win the Black Elk race. Reese's mom believes that horse is Trusted Treasure.

But two connected tragedies set Reese's world spinning. Just when victory is mere feet away, Trusted Treasure takes a fall at the Black Elk finish line. While still reeling from that loss, the family is given hope when, during a drive, they encounter a near-mystical herd of wild horses led by a mysterious black stallion. But just when they've begun to dream again, the drive ends in a disaster that results in the sale of the family business and their beloved horse, Trusted Treasure, decisions for which fourteen-year old Reese may never forgive her father.

Heartbroken and still longing for the life she loved, Reese meets Wes, a stranger who's just come to town. His way of training horses is unlike anything she's ever seen. If anyone can win the Black Elk, it's him—but he's struggling with his own troubled past.

Amid heartaches and triumphs, Reese must prove her worth, heal her fractured family, help a new friend with a troubled past, and show everyone that some dreams are worth fighting for. As she struggles to do all this she discovers that even in the darkest of times, love and resilience can light the way.

A spellbinding tale in which everyone has magical powers within them just waiting to be discovered, this book will have you laughing and crying—sometimes on the same page—all the while rooting for Reese, the most unlikely of heroes.

AWARDS

THE TRUTH ABOUT HORSES

General Fiction - Gold Winner 2024 IBPA Benjamin Franklin Awards

Teen: Fiction - Silver Winner 2024 IBPA Benjamin Franklin Awards

Best New Voice : Fiction - Silver Winner 2024 IBPA Benjamin Franklin

Winner - 2024 NYC Big Book Award for Death and Dying

Distinguished Favorite - 2024 NYC Big Book Awards for General Fiction

Honorable Mention - 2024 Writer's Digest Book Awards for YA

General Fiction - Winner 2025 Independent Press Award

Amazon Bestseller in Kindle Young Adult Fiction Coming of Age Fiction

Amazon #1 New Release

Amazon #1 Young Adult Fiction about Death & Dying,

Amazon #1 in Young Adult Farm & Ranch Life (20+ weeks),

Amazon #18 in Teen & Young Adult Coming of Age Fiction

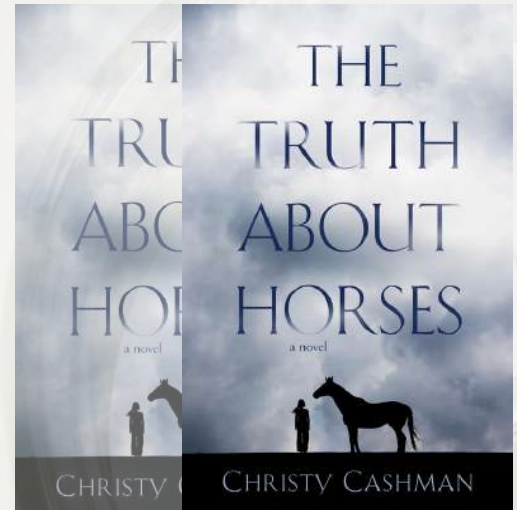
TOP MEDIA

NBC, FOXNY, CBS, NBCBoston, MSN, FORBES, People Magazine, NY Daily News, Daily Mail, Authority Magazine, Maria Shriver's Sunday Paper, Writer's Digest, Zibby Magazine, Woman's World, WBZ Morning News, WBZ-AM Nightside, On Mic with Jordan Rich, Irish Independent, Irish Mirror, Yahoo News, San Diego Union-Tribune, The Boston Globe, Belfast Telegraph, The Kathryn Zox Show, WGUV Morning Show, Irish Central, Boston Magazine, NBC10 Boston, Irish Star, Mummy Pages, YOU Magazine, Hasty Book List, Horse Nation, Cape Cod Times, and many more.



LAUNCH CASE STUDY

THE TRUTH ABOUT HORSES



Released in August 2023, *The Truth About Horses* launched with a fully developed and strategically executed marketing plan supported by an experienced publicity team and a 20-stop national book tour. The campaign was designed to generate early anticipation, drive pre-orders, and establish strong long-term positioning in the marketplace.

Advance Reader Copies were distributed to a curated list of literary influencers, book club leaders, Bookstagrammers, media contacts, and tastemakers aligned with emotionally resonant contemporary fiction. Early praise from prominent voices including Harry Connick Jr., Joyce Carol Oates, Elin Hilderbrand, Tom Perrotta, Colum McCann, Carly Simon and Jane Seymour immediately elevated the book's visibility and credibility.

The national tour included appearances in key literary markets such as Boston, New York City, San Francisco, Nantucket, Miami and other major cultural hubs. Media outreach secured interviews across national television and radio, as well as numerous podcasts and digital platforms, amplifying Christy's presence as a compelling storyteller and dynamic on-air guest.

A coordinated digital rollout across Instagram, Facebook, and reader-focused platforms supported the tour, while targeted outreach to book clubs and literary communities helped sustain organic momentum. By launch week, the novel achieved strong Amazon chart visibility and went on to become a #1 Amazon Bestseller in multiple categories, including Coming-of-Age Fiction, General Fiction, and Death & Dying.

To date, *The Truth About Horses* has sold over 30,000 copies and continues to perform strongly more than two years post-publication. The novel has earned multiple national book awards and is currently in development for screen adaptation with Jane Seymour attached—solidifying its impact both in literary and entertainment circles.



CHRISTY SCOTT CASHMAN



REVIEWS

THE TRUTH ABOUT HORSES

This bestselling debut novel about a teenage girl racing against time to save her horse, her family's farm, and her relationship with her father is a powerful story of heartbreak, grief, and recovery. The novel garnered widespread praise from celebrated artists and prominent literary voices including Harry Connick Jr., Elin Hilderbrand, Jane Seymour, Joyce Carol Oates, Carly Simon, Colum McCann, Tom Perrotta, Ben Mezrich, Andrew Dubus III, and others.



HARRY CONNICK JR.

"With all of the unpredictable thrill of a horseback ride, *The Truth about Horses* took me deep into the mind of a teenage girl searching for her post-traumatic truth. It is a beautiful, moving story that I'm glad to know and certain to remember."



ELIN HILDERBRAND

"A sumptuously-written novel about love, loss and horses. I devoured this book!"



JANE SEYMOUR

"Christy Cashman has written a beautiful, thrilling tale about a teenage girl's journey from fear to courage, from anger to forgiveness, from broken-heartedness to openness. *The Truth about Horses* is so much about the mysterious forces, within us and around us, that are always there to guide us, and the way in which people enter our lives exactly when we need them—if only we'll let them."

THE TRUTH ABOUT HORSES
A NOVEL BY CHRISTY CASHMAN

REVIEWS

THE TRUTH ABOUT HORSES

"What an irresistibly readable novel Christy Cashman has written! Her young heroine, Reese, is an astonishing creation, warmly sympathetic, impulsive, unpredictable, brash, loyal and loving, endearing, exasperating, most of all memorable—a triumphant portrait of tumultuous adolescence in our time. The Truth about Horses plunges us into a beautifully evoked rural world in which horses are both magnificent beasts requiring human love and devotion, and iconic creatures out of mythology."

JOYCE CAROL OATES

National Humanities Medal-winning author of *A Garden of Earthly Delights* and *Blonde*

"This is a heartwarming novel about facing down the perils of adversity. It's also an examination of how and why we become strong at the broken places. Christy Cashman has written a book for everyone, young and old, who wants to know about the elemental gallop of the heart."

COLUM MCCANN

Author of *Apeirogon* and *Let the Great World Spin*

"Don't waste another moment reading these simple lines of praise. Go straight to the horse's mouth. By the way, it's a winner."

CARLY SIMON

Rock and Roll Hall of Fame musician, singer, songwriter, and memoirist

"From the first gripping pages, this beautifully written, vividly imagined novel had me hooked. As the chapters galloped by, I felt closer and closer to 14-year-old Reese and the horses she loved. She now feels like a friend, one to whom I am immensely grateful for her flaws, her insights, and her courage. Anyone who remembers being a teen, or loving horses, or has lost a loved one, will find deep meaning in this book."

SY MONTGOMERY

New York Times–bestselling author of *How to Be a Good Creature* and *The Soul of an Octopus*

"The Truth About Horses is a fast-moving, emotionally compelling story about girls and horses, and also about loneliness and grief, and she writes with admirable honesty and insight."

TOM PERROTTA

Bestselling author of *Election* and *Tracy Flick Can't Win*

"The truth about The Truth about Horses is that it is impossible to put down. With simple ingredients of hay and humor, family and fury, Christy Cashman has spun an unstoppable feast. She shows us how hooves and hearts beat the same truth to light and reminds us that laughter and tears need not be served as separate courses."

SALLY TAYLOR

Singer, Songwriter, and Founder of Consenses

REVIEWS

THE TRUTH ABOUT HORSES

"From tragedy to triumph, *The Truth About Horses* is a true great American tale. A lesson for all of us to never give up hope in the face of adversity, and to always believe that there is indeed magic in this world."

KEN FULK

Internationally renowned designer, creative director, and storyteller

"Each character, major or minor, is very much alive. Vivid images resonate long after reading is over. Cashman's heroine evokes the passions, struggles, and grace in all of us."

FONTAINE DOLLS DUBUS

Choreographer, playwright, producer and performer

"When an author has done a good job, we feel connected to the emotions of her characters in the pages. Great authors help us connect more deeply to ourselves. *The Truth About Horses* is for you if you live with grief of losing a direct family member, if you or anyone you know has lived with mental illness, or if you've ever felt out of place, along or abandoned. Christy Cashman has reached deep into the human experience with her first novel. This book calls to something within all of us. You will see."

DAVE FORBES

CCO of T-Omega Wind, Inc.

"There are few people who won't be swept away by this beautiful, gritty, and gripping story about the renewal of life and relationships. Reese takes the reader on a journey of raw emotions, from pain to joy, in this wonder of steadfast perseverance. Being a Midwesterner myself, I could almost smell the sacred and magical farmland in her pages. *The Truth about Horses* is a must-read."

SHANNON PASTUSZAK

Media executive, publisher, and founder of The Newbury Cup

"In her first novel, *The Truth about Horses*, Christy Cashman proves herself to be a worthy successor to Harper Lee. Cashman's protagonist, Reese, instantly captures the reader in the same way that Scout does in *To Kill a Mockingbird*—and takes the reader with her into her world for a magical examination of the human heart."

ARTHUR T. VANDERBILT II

Author of *Fortune's Children: The Fall of the House of Vanderbilt*

"What a ride! *The Truth about Horses* is the terrific story of a young girl dealing with the trauma of grief while finding herself and a place for her own dreams in the unpredictable world of horses. A really enjoyable roller-coaster journey that never lags—there is always a surprise waiting for Reese and the reader."

ALAN DEVINE

Actor in Netflix series *Vikings*: Valhalla and BBC series *The Tudors*

" NEVER STOP CREATING. "





The Not-So-Average Monkey of Kilkea Castle

Written by Christy Cashman
Illustrated by Regina Walsh

CHILDREN'S BOOKS

THE NOT-SO-AVERAGE MONKEY OF KILKEA CASTLE

Meet Petri, the beloved purple monkey who lives with his friends in Kilkea Castle, Ireland who learns being kind to his friends is far more important than being king.



Petri's Next Things

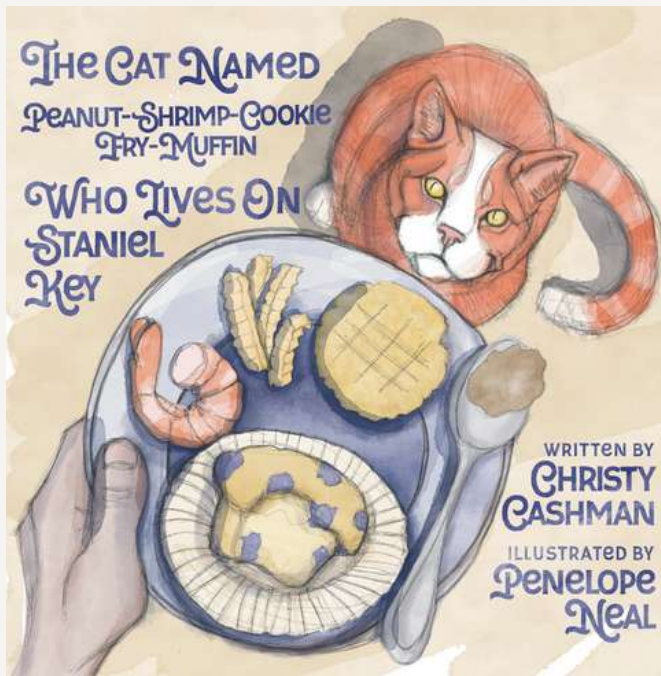
Written by Christy Cashman
Illustrated by Regina Walsh

PETRI'S NEXT THINGS

In Petri's 2nd book, he's busy rushing around trying to get everything done but learns a very important lesson about being busy - that while having a list is great, the real gift is being present and enjoying time with friends.

**THE CAT NAMED
PEANUT-SHRIMP-COOKIE
FRY-MUFFIN**

**WHO LIVES ON
STANIEL
KEY**



WRITTEN BY
**CHRISTY
CASHMAN**
ILLUSTRATED BY
**PENELOPE
NEAL**

THE CAT NAMED PEANUT-SHRIMP- COOKIE-FRY-MUFFIN WHO LIVES ON STANIEL KEY

On the island of Staniel Key, a curious little cat wanders from house to house, meeting new friends and collecting delicious treats along the way.

Available September 1, 2026

ADVANCE MANUSCRIPT

Beulah

MEDIA, BOOKSELLERS, AND EARLY READERS
ARE INVITED TO PREVIEW BEULAH.

SCAN THE QR CODE BELOW TO ACCESS THE
DIGITAL MANUSCRIPT.



BEULAH – ADVANCE MANUSCRIPT PREVIEW
FOR MEDIA AND BOOKSELLER REVIEW
PURPOSES.



WWW.CHRISTYCASHMAN.COM

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HEARING FROM YOU!

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