



## ASH TUESDAY

A new novel by Ariadne Blayde  
Available March 22, 2022



# PRESS RELEASE

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Nashville-based Indie press April Gloaming Publishing will release [Ash Tuesday](#), debut novel by New Orleans-based writer Ariadne's Blayde, on March 22.

Inspired by Blayde's six years leading ghost tours in the French Quarter, [Ash Tuesday](#) weaves together real New Orleans folklore with the lives of eleven eccentric New Orleans tour guides. In the days leading up to Mardi Gras, the struggles of their own haunted lives are illuminated by the ghostly tales they tell the city's visitors.

Steeped in the South's deep tradition of magical realism, [Ash Tuesday](#) is a character-driven love letter to New Orleans with a revelatory twist. By turns funny and heartbreaking, the novel follows in the city's longstanding literary tradition built by authors like Tennessee Williams, John Kennedy O'Toole, and James Nolan. With her debut, Blayde has carved out a deep and uber-readable interpretation of what it means to live, love, and grieve in America's last true bohemia.

Blayde is an award-winning author and playwright. A chapter from [Ash Tuesday](#), "The Sultan's Palace," was a finalist for the 2020 Saints and Sinners LGBT Fiction contest and was subsequently published in its anthology.

[Ash Tuesday](#) will be available from the publisher's website, at Amazon.com, at BarnesandNoble.com, and in local bookstores beginning March 22. The book launch and signing will take place on 3/29 at Anna's Bar in the Marigny, in partnership with Blue Cypress Books.

The author is available for interviews.

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## QUICK FACTS

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Book Title: Ash Tuesday

Page Count: 300

Genre: Literary Fiction

Publisher: April Gloaming Publishing

Publication Date: 3/22/2022

Buy At: [amazon.com](https://www.amazon.com) · [bn.com](https://www.bn.com) · [aprilgloaming.com](https://www.aprilgloaming.com)

Price: \$17.99

Available Formats: Print

Launch Event: Tuesday 3/29 · 6:00 -7:30 PM  
Anna's Bar, 2601 Royal Street · In partnership with  
Blue Cypress Books



## ADVANCE PRAISE FOR ASH TUESDAY

**“A darkly joyful ride, Ariadne Blayde’s Ash Tuesday is a wonderful debut from a bright new voice. **Blayde’s prose is lyrical and addictive, brimming with heart and soul.**”**

**-- Louis Maistros, author of The Sound of Building Coffins**

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**“In the eyes of the straight world, the central characters in Ariadne Blayde’s Ash Tuesday are misfits, even freaks. But in this extraordinary first novel, Blayde peels away their flashy exteriors to reveal the fragile workings within that make each character deeply human and endlessly fascinating. **This is a novel to savor and a new writer to watch.**”**

**-- Michael Bourne, author of Blithedale Canyon**





## ABOUT THE AUTHOR

# ARIADNE BLAYDE

Ariadne Blayde is a New Orleans based playwright and author. Her play "The Other Room" won the VSA Playwright Discovery Award and has had 300+ productions around the world, and her short fiction has been published in Parhelion Literary Magazine, the Fountain Magazine, and various anthologies. Ariadne moonlights as a ghost tour guide and jazz singer in the French Quarter.

**"Tour guides can be a lot of things: all at once we are cultural ambassadors and bullshit artists, entertainers and storytellers. Ash Tuesday seeks to locate a new emotional space for New Orleans through the niche subculture of its ghost tours, using the kitschy and cliched way tourists often experience the city as an entree to its complexities, its paradoxes, and its humanity -- as embodied by the misfits who make a living representing it to the rest of the world." -- Ariadne Blayde**

## SELECTED RECOGNITION

"Shinichi's Tricycle" · People's Choice Award · Quantum Shorts  
"The Other Room" · VSA Playwright Discovery Award  
"Tin Soldier" · Finalist · Tennessee Williams Festival Fiction Contest  
"The Son of Man" · Finalist · Lark Playwrights' Week  
"The Sultan's Palace" · Finalist · Saints & Sinners LGBT Fiction Contest