

The White and Gold People

Advance Info Sheet

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Blurb: A dress causes a huge debate across the world as some see it as black and blue and others see it as white and gold. The white and gold people suddenly start to get even stranger visions and develop super human abilities making the black and blue people seem old and inadequate. The government try to quarantine and control their power but the white and gold people react setting the stage for a war between the rival groups.

Appeal and key selling points: Science Fiction, fantasy, fashion,

Details of promotional activity: Website listing, and blog on akashapublishing.co.uk. Email marketing, Bertrams ad, newspaper and magazine reviews, YouTube videos, Social Media updates, promotions at business events, flyers, catalogue listings, and a possible film adaptation.

Amazon Link: <http://amzn.eu/blacmXM>

Long Synopsis:

In February 2015, the world crazy over the colour of a dress! Sounds trivial doesn't it, but why was it so significant? Perhaps because it shows the differences between humans and that *reality* is not what we perceive it to be. Some people saw a black and blue dress while others saw a white and gold dress. How can people see two completely different sets of colours? I remember the frustration of trying to convince my colleagues at work that the dress was white and gold and they equally tried to make me believe it was black and blue. Which colours did you see?

Could it be that there are bigger differences between us than we originally thought? After hundreds of thousands of years in our present state, could humans finally be on the verge of evolving into a different species? Could a genetic shift or something latent within us awaken superhuman powers making the rest of the human race slow, dumb and obsolete? The questions are endless, and in my view make a fantastic research and science fiction project. I have written a novel from this scenario called 'The White and Gold People'.

There was a time when our early human ancestors (homo-sapiens) competed with Neanderthals. We were wiser, and stronger and they eventually became extinct around 30,000 years ago. Natural selection is a key mechanism of evolution, and some scientists predict that different species will have evolved by 2050.

It is said that humans are still only in their infancy when it comes to evolution there's a lot more weird and wacky mutations to come in the future. The biggest evolutionary changes have come from the brain such as abstract thinking and language.

The eyes are one of our key sensory organs giving us sight. Generally most humans see things the same apart from conditions in eye such as short/long sightedness and colour blindness. The highly spiritual can see auras and spirits. Clairvoyants see things that are distant in time or space. The 'dress saga' lies in conjunction with the idea in quantum physics that what we see is actually far different from reality, and our perception can be different to someone else's.

In the *White and Gold People* I explore these scenarios from the perspective of protagonist Laura **Golding**, a 21 year old attractive law student from UCLA. Laura is one of the people (15%) who see the dress in white and gold, while others see it in black and blue. Overnight the 'goldies' awaken their third eye giving them powers such as clairvoyance, teleportation, telepathy, remote viewing and superhuman strength, whereas the 'blueys' stay the same.

When a video is uploaded of a goldy in America teleporting to Australia in a matter of seconds, tensions rise between the two groups and the blueys view them with contempt and fear. After the president is assassinated an International manhunt is started to capture all white and gold people. They are deemed a *threat* to the future of *humanity* and are taken into quarantine units to be tested like lab rats and have their powers weaponised by security agencies.

Laura is identified as one of these people and learns to use her powers to evade capture. She finds other white and gold people who form an alliance to protect themselves from the blueys and government agencies but eventually war erupts between the two groups. The future of humanity will take a big leap into uncertainty as both groups fight for survival but one thing is for certain; the losers will cease to exist and the winners will be inhabitants of the New World.

Marketing/PR

I am using many marketing streams such as email marketing, social media including Facebook, Twitter, and Goodreads a social media site for books, website and blog, Newspapers and magazines, YouTube channel, book launch, book tours and flyers. I will also organise talks, radio shows and networking events in the future.

About Segun Magbagbeola (Also on Amazon Author Program)



Segun Magbagbeola (born 1984) in Lagos, Nigeria is a writer whose previous works include 'Black Egyptians', 'The Capability Test' & 'Kamun vs. Leviathan'. He was born to Nigerian parents and spent the early years of his childhood there before moving to London, UK with his immediate family and has lived there since. He is a graduate of Brunel University with a BSc degree in Information Systems. He is a self-confessed seeker of 'The Truth' and has a great hunger to know the mysteries of life. He has studied the esoteric mysteries of great sages to gain a reputable amount of wisdom and has the blessing of taking a journey through life with confidence and true knowledge of self and kind. He hails from the Yoruba tribe in Nigeria and is for the unification of the African continent. Segun currently lives in

London, working in IT Development and Support and the director of Akasha Publishing Ltd. He has been involved in acting for several films, short films, commercials and modelling.

Book Cover

