

• NEW BOOK •

PRESS RELEASE

URBAN LEGENDS UNCOVERED

An Investigation into the Truth Behind the Myths



Never letting the truth stand in the way of a good story, everyone loves a good urban legend. But is there more than just a grain of truth in some of them?

Urban legends are tales of modern folklore that can be passed on through traditional methods such as word of mouth or by modern methods such as e-mail, faxes, and the Internet. From classic apocryphal tales to the paranoid back-lash of monstrous events such as 9/11, this fascinating book unfolds hundreds of stories; some chilling and some just plain riveting.

How did Churchill and Hitler use such myths to undermine one another? How have hoax emails and viruses almost crippled businesses and put the fear of God into governments around the world? And what about those fictitious 'Chinese whispers' that are created purely to target retail giants such as Microsoft?

Variations of the same legend can be heard in many different countries, spontaneously spreading like a virus and often adapting themselves to the environment they are told in, with details being localised by the storyteller. Urban legends often play on the fears, beliefs and anxieties of a particular period or moment in time, and over the years the legends adjust to reflect the themes of the new era and make them more believable.

What intrigues Mark most is how and where the legends originate from, and how they are spread. For each of the legends investigated, Barber looks at the source, gives a definitive answer on whether they are true or false and also highlights different variations of the same story.

Gripping and entertaining in equal measure, Urban Legends Uncovered will provide perfect and engrossing reading for the long, dark January nights.

About the author:

Mark Barber, 31, is a Fire and Security specialist. He lives in Surrey with his wife and daughter. His introduction to the world of Urban Legends came from the Alex Garland novel *The Beach*, where the existence of a secret beach is coined as a 'Kentucky Fried Rat story'.

Notes for Editors:

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To read more about Mark Barber's work visit www.project2067.com

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