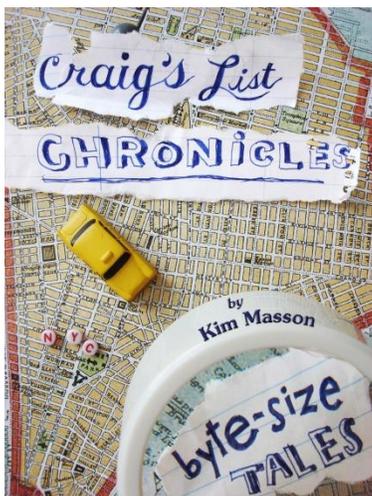


## ***Strange things happen when you post a fake ad on Craigslist***



BROOKLYN, N.Y. When local reporter, Kim Masson, set out to write her debut novel, *Craig's List Chronicles: byte-size tales*, she didn't have to look hard for inspiration. A box of cookies, an over-active imagination, and posting a fake Missed Connections ad on Craigslist was all she needed. What she didn't realize after hitting the enter key at 2 a.m., was the torrent of emails about to flood her inbox in the coming weeks. For over a month, Masson received fistfuls of emails from folks claiming to have seen her fictitious character, Kelly Brixi, on the NYC subway.

"I was shocked when people took my Missed Connection ad seriously," says Masson. "Especially when it involved a zebra mesh tank top and a gal in a wheelchair wearing golden ballet slippers. It's amazing what some people are willing to believe."

For Masson, the odd Craigslist connections didn't stop there. A year after placing her fake ad, she met her future husband from a job posting on Craigslist. "That's when I knew I needed to write a book chronicling all of my strange Craigslist experiences. Some of my encounters were so weird and profound; I had to get them on the page. *Craig's List Chronicles: byte-size tales* was born shortly afterwards."

Drawing upon her New York roots, the novel is set in the Big Apple when the classified site moved to the area in the early 2000's. Y2K had spared the world and the Internet was in its infancy. Masson says the choice was deliberate. "People forget the Internet is still a teenager. When Craigslist hit NYC, it re-invented how people met and did things. This migration to the web is something I find utterly fascinating and what a more fitting way to document this movement than through the life of Kelly Brixi."

*Craig's List Chronicles: byte-size tales* follows Kelly Brixi, a twenty-something gal whose lost her mojo and turns to the internet in search of a happy-ever-after analogue existence. Told through Kelly's emails, letters to Craig, and classified postings, this light-hearted debut needs to be at the top of everyone's summer reading list.

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### ***About the Author***

Kim Masson is a local journalist who recently walked off the Brooklyn news beat to work on her next novel. She loves to make paint, smell salty sea air, and unearth odd artifacts found in the old loft she shares with her husband.

