



Press Release

KELOWNA AUTHOR WRITES FICTIONAL AUTOBIOGRAPHY OF THE JOURNEY OF JESUS

The Way In, an imagined journey allowing all of us to ask; what would Jesus do?

Vancouver, 6 September 2016 – The Collective Xperience Design Group (TCx Design) today announced the release of its first fictional novel, *The Way In, Saga Songs and Star of Jesus*, written by Kelowna, BC author W.C. Fipke.

The Way In takes a deeper look into Jesus as a priest, teacher, doctor and healer but also gives thought to his experiences as a multilingual scholar, a captivating musical artist and poet, and so much more. It reveals him as a seeker for spiritual truth and understanding as he journeys in strange lands meeting new friends and guides.

The style the book is written in emphasizes the oral traditions handed down by ancient Greek minstrels like Homer. It invites us to listen to it as a saga song and hear the music of the words. Two hundred years after the *Odyssey* and the *Iliad* were composed, the words were written down without punctuation and all in upper case. It is up to the reader to supply these notations in his or her own mind, and interpret the script accordingly.

Noll Derriksan, Grand Chief of the Westbank First Nation states "The Way In is astounding! Masterly crafted, expertly written, truly a joy and inspiration to read."

"Fipke has melded that identity so that it comes to light slowly like a second sight and sixth sense in the man with a spirit and soul as wide as the lands and seas he voyages across." George McWhirter, internationally acclaimed poet and novelist.

The uniqueness of its style and content creates a new form of book that is exciting to present and publish. It defies genres and formula fiction as an original "Way In" that mirrors the thinking of its subject." said Tracy Weller-McCormack, Managing Director TCx Design Group. " We are pleased to be sharing it with adventuresome readers."

The book is available online and at a select number of book stores across Canada, for more information visit <http://www.thewayin.ca/> or Facebook.

MEDIA CONTACT

E: TheWayIn@TCxDesign.com

T: +1 604 369 1378 – Canada **(this number to change just before release)**

T: +61 2 8970 3776 - Australia

ABOUT

Headquartered in Sydney Australia, TCx is a global experience design company that has been all about redefining “the norm” since 2014. The company is known for challenging the way to engage with audiences and customers. Dedicated to delivering experiences that are immediate, compelling and sustainable TCx Design has a proven track record of transforming how people connect, communicate and collaborate across many industries.

In 2016 TCx Design became the The Collective Xperience Design Group, bringing together the Xperience divisions into one group delivering innovation, creativity, excellence and corporate social responsibility.

For ongoing news visit www.tcxdesign.com