

THE ILLEST MEN'S... CRAZY... EVER!

5th Anniversary Issue

KING

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REAGAN GOMEZ

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STORYBOOK ENDING

STREET AUTHOR **RELENTLESS AARON** GOES MAINSTREAM WITH A MAJOR PUBLISHING DEAL

IN THE STREET-LIT GENRE, mainstream recognition isn't often the barometer for success, but for Relentless Aaron, a 'hood staple, that may be next. Propelled by his success on the streets—he's sold more than 200,000 books on his website, street corners, subways and prison-bound buses, he says—Aaron landed a deal with St. Martin's Press, which will likely deliver him a much wider readership.

By 2006, Aaron, a 41-year-old Westchester County native born DeWitt Gilmore, had self-published 11 books on his Relentless Content imprint, drawing attention and accolades from unlikely places. His first release on St. Martin's, *Extra Marital Affairs*, was released in September, with more on the way. Like all of Aaron's

books, *Extra Marital Affairs* employs plenty of raw language and extreme drama, and it works. Aaron credits his success to a diverse background. "My characters come from the walk I walked," he says. My experiences have included prison, the Marines, concert and nightclub promotions, real estate and television production."

"I did seven years of hard time," Aaron says of his federal bid for bank fraud. "[The inspiration to write] came from my wanting to make the best of a miserable situation. I realized that if I spent quality time at just one thing, I could master my craft and blast any competition." Confident the second half of this decade will see him grow even more, Aaron adds, "I plan to become an industry leader with a series of movies and TV development deals. That, and a very healthy view on life." —SETH FERRANTI

