



## Alex McCord And Simon van Kempen Drum Up Press For Upcoming Parenting Book

Jan 28, 2009



I was invited to attend **Alex McCord** and **Simon van Kempen's** cocktail party at *Bruno Jamais* restaurant club in New York City last night. Originally, I thought all the *Real Housewives of NY* would be in attendance, but later found out that *Bravo* really isn't backing Alex's new parenting book venture. Besides, the season is already shot, so there would be no reason to film the evening.

The venue was **PACKED** - and I MEAN **PACKED**. It was a socialite mosh pitt. Almost every major publication was in attendance and they were all lined up to interview Alex and Simon who were seated in a small booth right when you walked in.

I didn't stay too long, but did hear that their book

hasn't been picked up by a publisher yet. So this event really was a way to get some free press for their newest venture. Who pays for something like this? There were hundreds of people at that party!! Can you imagine the bill at the end of the night?

Would you be interesting in reading Alex's upcoming parenting guide?



