



## The Billboard: How a lonely New Yorker hatched an idea that traveled the globe and won him not just a wife, but a family

By Tom Barrella

Abaco Press. Paperback. Condition: New. 190 pages. Dimensions: 8.4in. x 5.8in. x 0.7in. Tom Barrella seemed to have it all. He was successful, independent, and loved his work. However, he felt incomplete. Despite exploring traditional dating channels, he still hadn't found his soul mate. Ever the entrepreneur, Tom decided to harness the power of public relations and the Internet to solve his problem. Using highly unconventional means, he eventually found his true love, and together they faced the challenges of family life with strength and humor. Tom Barrella is the man behind the Billboard, a giant advertisement for himself and plea to single ladies everywhere. The resulting media frenzy landed Tom on television and introduced him to many women but no one fit the bill. Through a series of coincidental events, he eventually landed in Brazil, where he met Sueli and her two daughters. Sparks flew, and she agreed to marry him. The ensuing years would present their newly blended family with many obstacles: culture shock, financial ruin, and the loss of their home. Through hilarious ups and unexpected downs, Tom and Sueli remain committed to one another and their two daughters. And here for the first time, Tom shares their tender,...



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