

distance between exalted pretensions and awkward reality... The result is a luminous tribute to the inestimable value of not quite getting what you want.” — Kirkus Reviews (Verdict: Get it!)

- “Readers who may have thought *Catcher in the Rye* and other coming-of-age stories held wry humor along with insights will find these classics must take a step back for contemporary authors such as Luke Stoffel.” — Midwest Book Review (Reviewer’s Choice)

Growing up as a gay Catholic schoolboy in a tiny Mississippi River town, Stoffel spent his childhood plotting schemes and chasing dreams—whether hacking McDonald’s Monopoly or trying to outsmart the system at every turn. His journey took him from backstage on Broadway to Silicon Valley start-ups, all in pursuit of fame and fortune. Luke’s journey proves that while everything can fall apart at any moment, the ride—chaotic, messy, and wildly imperfect—is the real prize.

Set against the backdrop of the 1980s in Reagan-era America, *How to Win a Million Dollars and BEEP Glitter!* is more than just a memoir—it’s a candid, chaotic, and deeply personal reflection on bullying, ambition, and the often-elusive nature of success.

Stoffel reflects, “This book is my love letter to the dreamers, schemers, and misfits who refuse to stay within the lines society draws for them. It’s also a critique of the sugar-coated lies we were sold—free pizzas for reading books, cereal-box sweepstakes, and hustle culture gone wild—that weren’t about lifting us up but greasing the wheels of an economy that left most of us behind.”

As Pride Month celebrates the diverse voices and stories within the LGBTQ+ community, How to



Luke Stoffel

A screenshot of the Amazon Hot New Releases section for LGBTQ+ Biographies & Memoirs. The header is a dark teal bar with the text "Amazon Hot New Releases" in white, and "Our best-selling new and future releases. Updated frequently." below it. The section title is "New Releases in LGBTQ+ Biographies & Memoirs". There are two book listings: #1 is "How to Win a Million Dollars and BEEP Glitter!" by Luke Stoffel, a Kindle Edition with a 3-star rating; #2 is "The Loves of My Life: A Sex Memoir" by Edmund White, a Kindle Edition with a 7-star rating. Both listings include a small image of the book cover.

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Win a Million Dollars and BEEP Glitter! offers a unique blend of humor, heart, and unflinching honesty. It's a testament to the resilience of those who dare to dream differently and a reminder that the journey is often the true reward.

ABOUT THE AUTHOR

Luke Stoffel (b. 1978) is an award-winning artist and writer whose work explores spirituality through a vibrant, pop-fantasy lens. Recognized by GLAAD as one of NYC's top LGBTQ+ artists, his art has been showcased in iconic venues such as the Art Directors Club, the historic Prince George Ballroom, and the gallery at New World Stages. His debut book shot up to #1 on the Amazon charts for LGBTQ+ New Releases, ranking alongside RuPaul at #2 in Biographies & Memoirs, with Publishers Weekly praising Stoffel as someone who "dared live an unlikely life in a society that punishes those who try it." His work has also been featured in major media, including hit reality shows on Bravo, with his photography appearing in The New York Times, Huffington Post, and Hawaiian Airlines Magazine. Learn more about Luke Stoffel and his work at: <https://howtoBEEPglitter.com>

WHERE TO BUY

Amazon: <https://amzn.to/4hC0zLu>

Audible: <https://adbl.co/40Cw9lx>

Barnes & Noble: <https://bit.ly/4i455CT>

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REVIEWS

Kirkus Review: <https://bit.ly/40Z0OrV>

Publisher's Weekly: <https://bit.ly/3X5pKi1>

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