

The F***ing Epic Twitter Quest of @MayorEmanuel

Dan Sinker

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The F***ing Epic Twitter Quest of @MayorEmanuel Dan Sinker Primary Colors for the social media era, the wildly profane, viral phenomenon that resulted from a fake Twitter account deftly satirizing Rahm Emanuel is the first significant Twitter epic in today's digital age.

With web sensations such as *Stuff White People Like* and *Sh*t My Dad Says* making the leap from the Internet to the bestseller lists, it's no surprise that this unique and hilarious first-person account of Rahm Emanuel's fake mayoral campaign via Twitter has already been featured in *The Atlantic*, *Wired*, *The Colbert Report*, and is still an unfolding story. Now, fans can read the entire six months of collected tweets of @MayorEmanuel with commentary and annotations from creator Dan Sinker.

When rumors circulated that Rahm Emanuel would enter the Chicago mayor's race, suddenly the "real" Rahm became overshadowed by a decidedly different Rahm, @MayorEmanuel. Via Twitter, this fake Rahm spun a faux-insider's story unlike any other—in real time. Garnering a passionate following on Twitter and hailed by the press, @MayorEmanuel's journey is an entertaining, modern-day anti-hero's quest as he travels a surrealistic Chicago landscape, picking up friends along the way, including advisor David Axelrod, Carl the Intern (a high-school-aged MacGyver), a puppy named Hambone, and a duck named Quaxelrod, to name a few.

Both a surprisingly literary romp as well as an inside peek into an historic mayoral race, *The* F^{***ing} *Epic Twitter Quest of @MayorEmanuel* is a bold and exciting foray into a new form of participatory, real-time storytelling.



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