



NEWS

Author pens tale about night of 21 shots

by [Lara Kobrin](#) | Thursday, March 31 at (All day)

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While reading selections from his novel, *rush*, author Jeremy Iversen showed yesterday that fraternity parties can inspire art.

Iversen's novel began as a writing assignment in his freshman year at Stanford University.

"Over the years, whenever I had time, I'd sit down and keep working on it," he said. Upon graduating, Iversen had completed more than 300 pages.

"It's a coming-of-age story about a guy who is turning 21," Iversen said. The book follows the protagonist as he consumes 21 shots at a party hosted by his fraternity.

The book's protagonist is faced with many problems, including feuding parents and a search to define his identity in modern society.

"It relates to dilemmas that I went through," Iversen said. He added that all works contain autobiographical elements. "Every character [represents] some aspect of yourself."

In order to make the book more appealing to college-age readers, Iversen plans to release shot glasses and a clothing line based on the book. He is also working on a movie based on the novel.

While the book discusses negative aspects of fraternity life and alcohol, Iversen said that he is not critical of Greek life.

"The message of my book is that you'll only be truly happy if you do what you really want to do," Iversen said. "My character ends up in bad situations because he does things [that] he does not want to be doing."

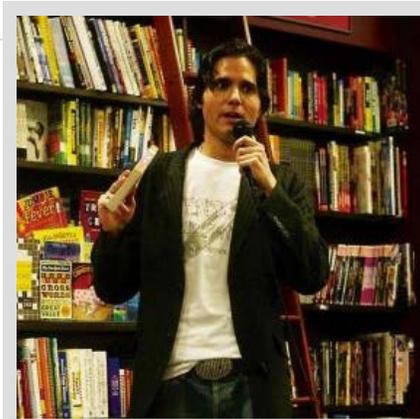
Iversen explained that modern American society makes it difficult to feel unique.

"Individualization is not happening now," Iversen said. He blamed this lack of individuality on commercialism. Lack of individualization "makes [students] better consumers. People buy products to feel good about themselves."

Iversen also gave advice to young authors.

"Determination is the most important component of writing a book," Iversen said.

He also explained challenges that he encountered while trying to get *rush* published. Iversen struggled



[\(click to enlarge\)](#)

[Ranliang Hu/The Daily Pennsylvanian] Author of the novel 'rush' Jeremy Iversen speaks during a book signing at the Penn Bookstore. He will soon be starting his own clothing brand. (Matt Jones)

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to convince publishers that there was a real literary market for college students.

Iversen also emphasized the importance of marketing a book.

"It is important to have passion," Iversen said. "However, you must combine marketing with passion."

College sophomore Camille Hardiman was impressed with the lecture.

"I thought this was a really provocative topic," she said, adding that conformity is very prevalent in society today, especially in fashion. "Iversen inspired me to dream a little bigger."

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