



Richard Hillman  
P U B L I C R E L A T I O N S

NEWS

Contact:  
Richard Hillman  
[richard@richardhillmanpr.com](mailto:richard@richardhillmanpr.com)  
(646) 234-5716

**FOR IMMEDIATE RELEASE, PLEASE**

**FROM BROADWAY LEGEND TO LITERARY STAGE!**  
**FRANK "FRAVER" VERLIZZO LAUNCHES RETRO BROADWAY MYSTERY SERIES**  
**WITH**  
**"SCENERY OF THE CRIME"**

**RELEASED ON CAMEL PRESS TODAY, TUESDAY, JUNE 10, 2025**

**New York, NY** (June 10, 2025) -- **Frank "Fraver" Verlizzo**, the preeminent theater poster designer whose iconic imagery defined decades of Broadway hits, is taking center stage in a new creative endeavor.

Verlizzo, renowned for his powerful and evocative storytelling through his poster designs for the original Broadway productions of Disney's *The Lion King*, Stephen Sondheim's *Sweeney Todd*, and *Sunday in the Park with George*, Ira Levin's *Deathtrap*, Stephen King's *Misery*, and the 50th Anniversary Celebration of Agatha Christie's *The Mousetrap* in London's West End, is launching his **Retro Broadway Mystery Series** with **"Scenery of the Crime"** published by Camel Press.

Verlizzo's ability to capture the essence of a Broadway show in a single image earned him the prestigious Drama Desk Special Award in 1987. Playbill dubbed him "the theatre poster legend." A collection of his work: *Fraver by Design—Five Decades of Theatre Poster Art from Broadway, Off-Broadway, and Beyond* was published in 2018 by Schiffer Publishing, a testament to his remarkable career.

Now, Verlizzo is embarking on a thrilling new act, transitioning from visual storytelling to the written word, drawing inspiration from his extensive career in theatrical advertising. The **Retro Broadway Mystery Series** is the exciting result of this creative shift.

Set against the vibrant backdrop of Broadway in the mid-1970s, Verlizzo masterfully transforms the theatrical world he knows so well into a captivating "village" for his cozy mysteries. In **"Scenery of the Crime,"** the Broadway stage becomes a creative—and deadly—playing field for a killer with chutzpah and a fertile imagination.

In this series debut, theatrical ad execs Vic Senso and Bettie Balboa find themselves navigating the far-from-glamorous world of backstage Broadway when several bizarrely executed murders rock the community. Behind the beautiful scenery lurks a myriad of potentially life-threatening hazards, raising the question: has there ever been a stage-related "accident" that was actually a cover-up for murder?

"For most of my career, I've interpreted the ideas of authors, directors and other creative stage artists, into two-dimensional graphic images for theatrical advertising," shares Mr. **Verlizzo**. "I've worked alongside many famous and colorful personalities and have enjoyed every minute. The writing process is similar in many ways—and yet, so different. In my second career as cozy mystery author, I have an opportunity to create my own little "village" populated by fictional characters I've come to hold dear. I hope they resonate with readers interested in a mystery story set in and around the Broadway theatre community of the late 1970s."

630 Ninth Avenue, Suite 1400, New York, NY 10036  
[www.richardhillmanpr.com](http://www.richardhillmanpr.com)

**Richard Ridge of [BroadwayWorld.com](http://BroadwayWorld.com) declares, "Broadway snoops Vic Senso and Bettie Balboa are the 'Will & Grace' of the cozy mystery genre!"**

Welcome to the **Retro Broadway Mystery Series**, where the drama is real, and the murders are diabolically staged.

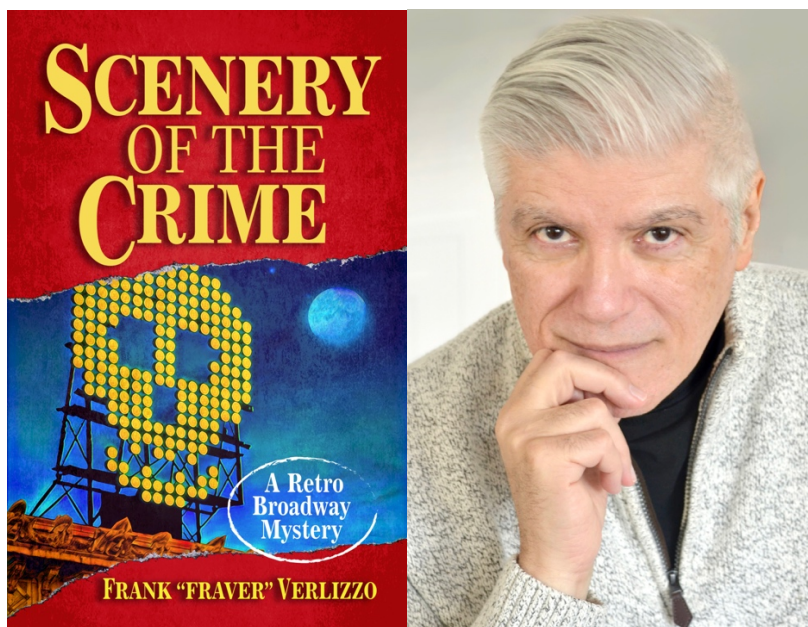
**"Scenery of the Crime"** by Frank "Fraver" Verlizzo, the first in the Retro Broadway Mystery Series from Camel Press, launches today, Tuesday, June 10, 2025. It is available now on Amazon, Barnes & Noble, and from fine booksellers everywhere.

#### Book Details:

- **Title:** Scenery of the Crime
- **Series:** Retro Broadway Mystery
- **Author:** Frank "Fraver" Verlizzo
- **Genre:** Cozy Mystery
- **Publisher:** Camel Press
- **ISBN:** 9781684923106
- **Publication Date:** June 10, 2025

#### Links:

- **Amazon:** [https://www.amazon.com/dp/1684923107?ref=cm\\_sw\\_r\\_ffobk\\_cp\\_ud\\_dp\\_ZXGVKKNKVE7GTCJHP988&ref\\_=cm\\_sw\\_r\\_ffobk\\_cp\\_ud\\_dp\\_ZXGVKKNKVE7GTCJHP988&social\\_share=cm\\_sw\\_r\\_ffobk\\_cp\\_ud\\_dp\\_ZXGVKKNKVE7GTCJHP988&bestFormat=true&previewDoh=1&previewDohDeal=1](https://www.amazon.com/dp/1684923107?ref=cm_sw_r_ffobk_cp_ud_dp_ZXGVKKNKVE7GTCJHP988&ref_=cm_sw_r_ffobk_cp_ud_dp_ZXGVKKNKVE7GTCJHP988&social_share=cm_sw_r_ffobk_cp_ud_dp_ZXGVKKNKVE7GTCJHP988&bestFormat=true&previewDoh=1&previewDohDeal=1)
- **Barnes & Noble:** <https://www.barnesandnoble.com/w/scenery-of-the-crime-frank-fraver-verlizzo/1147167659?ean=9781684923106>
- **Bookshop:** <https://bookshop.org/p/books/scenery-of-the-crime/b1485a6e190d71ea?ean=9781684923106&next=t>



[www.fraver.com](http://www.fraver.com)  
[www.camelpress.com](http://www.camelpress.com)  
[www.retrobroadway.com](http://www.retrobroadway.com)