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2010 Living Now Book Award Winners Help Us Imagine a Greener Future

(Traverse City, MI – April 22, 2010) Jenkins Group is proud to announce the winners of the Living Now Book Awards, presented each year to honor “books for better living.” We celebrate these awards on the 40th anniversary of Earth Day as a reminder of the importance of protecting our planet Earth, and of the role book authors and publishers play in supporting a more thoughtful, “green” approach to living.

This year’s Living Now Book Award medals are presented by Jenkins Group of Traverse City, Michigan, a book packaging and marketing firm dedicated to promoting books that enrich readers’ lives in wholesome, Earth-friendly ways. The awards recognize the excellence of newly published books in lifestyle categories from cooking and fitness to parenting and spirituality. In all, 103 gold, silver and bronze medals were awarded in 30 categories, chosen from 428 total entries.

“Every day should be treated as Earth Day, and these books will help people to find a balance with the natural world around them,” said Awards Director Jim Barnes. “Today’s fast-changing world, with all its technological and ecological issues, renews in us the sense of urgency many of us felt on Earth Day 40 years ago, and good books are necessary to inform and inspire us to keep ourselves and our planet healthy – today, and for future generations.”

In the gold medal-winning *The Big Picture*, author David Suzuki urges us to imagine a better world, and then bring about change: “Imagine harnessing all the power of science and technology for the good of humanity. Imagine including environmental health as an indicator of economic well-being. Imagine the cost of polluting goods and services actually reflecting the damage they cause to human health and the environment. Imagine proactive environmental policies designed to prevent environmental damage from occurring in the first place, rather than simply trying to clean messes up later.”

Other Living Now award-winners advise us to change our minds and our bodies. In *Heal Your Mind, Rewire Your Brain*, author Patt Lind-Kyle describes how “personally evolving your own brain can help change your life in any direction you desire,” and that “it is possible for you to discover a new way of being in the world and an increased sense of emotional balance and physical health.” *The Full Plate Diet* states a simple solution to weight loss: “Eat 40+ grams of fiber each day, begin every meal and snack with fiber foods, drink more water, and don’t eat when you’re not hungry – and your life will change. It’s as simple as that.”

Living Now Book Award winners deal with an assortment of issues, such as Greg Martinez, DVM, whose *Dog Dish Diet* book states, “While we can choose to bear the consequences of our own unhealthful diets, our dogs have to eat what we give them. We can easily make their diet healthier. I think we owe it to them.” In *The Practical Cyclist*, Chip Haynes urges us to help start a movement: “If you ride your bike, people will see you riding your bike – and then maybe they’ll ride *their* bike. It could happen. You could start a trend. Be a movement. Lead the parade.”

Back in 1970, the first Earth Day was held against the backdrop of a terribly polluted America. Lake Erie was on fire, litter was everywhere, and dirty industries dumped waste into our soil, air and water. Many battles were won: the EPA was formed, Clean Air and Water Acts helped to avert environmental disaster, and most importantly, our collective consciousness was raised to let us imagine a better world, and to believe in our power to make change happen. That’s what great books do -- they help us imagine change, and give us the information to make it happen.

See the entire list of medalists at <http://www.independentpublisher.com/article.php?page=1357>

To learn more about the Living Now Book Awards or Jenkins Group, visit www.LivingNowAwards.com, www.BookPublishing.com, or contact Jim Barnes, Awards Director - jimb@bookpublishing.com

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