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Bestselling Author M.G. Crisci Launches Russian Speaking Tour Advocates Deeper Understanding Between Russians and Americans

NEW YORK (October 16, 2013)— Author Matt Crisci returns to Moscow next week to speak at the American Center's Library for Foreign Literature and the U.S. Embassy about his bestseller ***Call Sign, White Lily*** and the need for Russians and Americans to better understand each other.

Crisci, a self-proclaimed common American with no Russian ancestry, has become an advocate for better relations between Russia and the United States. His fascination with Russia emerged as he researched ***Call Sign, White Lily***—the story of Soviet pilot Lilia Litvyak, the world's first female ace. Crisci's passion for connecting Russians and Americans grew with the release this year of ***7 Days in Russia—The Adventures of One American in Today's Federation*** (Orca Publishing Co. 2013).

An accomplished business executive and expert on consumer behavior, Crisci's research on ***Call Sign, White Lily*** and his growing support for better US-Russian relations resulted in invitations to speak in Moscow at the US Embassy on October 23rd and the American Center on October 25th.

"This is an excellent opportunity to not only share Lilia Litvyak's incredible life of courage and sacrifice but to help build links and deeper understanding between Russians and Americans," Crisci explained. "We simply don't understand each other. And that's a terribly waste for everyone."

While in Moscow Crisci's bridge building efforts will include other meetings with a variety of cultural, political and social leaders to discuss how to promote understanding. "Just look at the headlines today. We need to discover what binds us together and we need it right away," he said.

Crisci's latest work—7 Days in Russia—explores the new Russia and its 145 million citizens. Set against the urban theater played out daily in Moscow, St. Petersburg and Pushkin, Crisci works his way across the Russia behind today's headlines and yesterday's Cold War images to

reveal a vibrant and welcoming people in the midst of yet another historic political and cultural transition. The book includes more than 150 unique color photos.

About M.G. Crisci

Self-described as a New York City “*Street Kid*,” Crisci was an award-winning journalist before becoming an accomplished business executive with Fortune 500 companies. He is an internationally recognized expert and lecturer on consumer motivation and behavior. He is also the Amazon.com bestselling author of seven books including *Call Sign*, *White Lily*. His new book *7 Days in Russia—The Adventures of One American in Today’s Federation* supports his mission to develop a greater understanding between Russians and Americans. He speaks worldwide on East-West relations and also serves on several cross-cultural groups. Please visit mgcrisci.com for more information M.G. Crisci.