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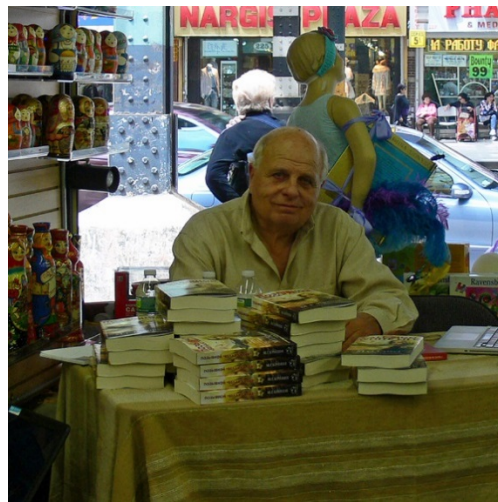
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**Best-selling American author, M.G. Crisci, surprises the Russian community
in Brighton Beach with optimism for improved communications
between the two nations**

(NEW YORK, October) An award-winning American with no Russian ancestry recently “invaded” Brighton Beach, New York, home of the largest Russian American community in the United States.



Crisci during the radio interview and during book signing

Appearances on Davidson Radio (620 AM) with popular host Michael Novakhov, and at St. Petersburg Bookstore, the largest such store outside of Russia, best-selling author told Russian all who would listen that ordinary American and Russian citizen need to stop waiting for government officials to drive improved relations between America and Russia.

“I find it absolutely amazing that an American would write such a book about a person, as native Russian, I should have known about. In some ways, I’m also a little embarrassed. But, if someone like Mr. Crisci, with no Russian ancestry, can write two insightful books with the help of ordinary Russians some 8,000 miles away, we should all do our part to improve non-political communications,” said Novakhov.”

According to the author, radio callers and store visitors all asked the same thing. What was the author's motivation behind his books, blogs and editorials, many of which are posted at the authors' website (mgcrisci.com).

"I tell everybody—including my most ardent skeptics— the same thing. We've got two great nations. They should be not only friends, but work together in every way possible to make this a better world. The only way that will happen is if we learn to trust each other. And, the only way to trust each other is to better understand each other's cultures, and our respective hopes, dreams and wishes. In short, it's all about improved communications...on both sides."

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 best-selling author of seven books ranging from historical fiction to novels and non-fiction. His latest book, *7 Days in Russia—The Adventures of One American in Today's Federation*, has been hailed "a must read" by the *San Francisco Book Review* and the Radio Free Europe Foundation. Crisci is dedicated to developing 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 on *Call Sign*, *White Lily*, *Seven Days*, or M.G. Crisci.