



New World Connection, Inc.

1252 Peabody Ave., Memphis, TN
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www.newworldconnection.org

January 16, 2014

Dear Sir,

I'm writing this letter in endorsement of Mr. Matthew G. Crisci. Our organization works to build ties with the Russian Federation through cultural and educational programs and events. Mr. Crisci has spoken several times at the Russian Cultural Center in Memphis operated by New World Connection. It has always been a great experience for audiences in Memphis. People here aren't familiar with Russian culture or history. Because of this Mr. Crisci's approach of being an ordinary American discovering Russia holds great appeal. It's fascinating to hear about his experiences, and the audience easily imagines themselves in his shoes, walking around St. Petersburg or Moscow. His speaking style is at once engaging and provoking. People are challenged to move outside their regular paths to think about Russia in a different light, to empathize with the historical characters, and appreciate the vast treasures of Russian art.

We hope to host Mr. Crisci again this year to speak about his newest book, "Seven Days in Russia." I know it will help New World Connection reach Memphians with our message that Americans and Russians have a lot to learn from each other.

Sincerely,

Anna Terry

President