

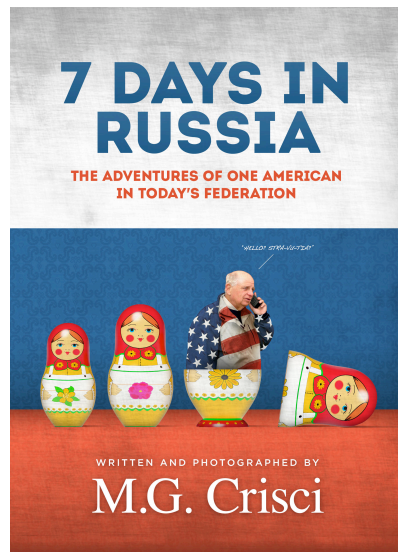
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Contact: John Salak, The Salak Group

Telephone: +1 201 798 6481

Email: jsalak@thesalakgroup.com

7 Days in Russia Presents an Old Adversary in a New Light
Bestselling Author M.G. Crisci Offers Rare Glimpse of Russia in Transition



NEW YORK (September 30, 2013)— Bestselling author Matt Crisci once again feeds his growing appetite for all-things Russian with his latest work: *7 Days in Russia—The Adventures of One American in Today's Federation*.

This mesmerizing work explores the new Russia and its 145 million citizens through the boundless curiosity of an average American. 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.

7 Days in Russia (Orca Publishing Co.) reveals Russia and its people through a series of essays and more than 150 unique color photos. A blend of travelogue and commentary, Crisci discovers

how a century of pre-conceived notions have cast an unfair and incorrect image of Russia. The country is not a politically repressed citadel filled with starving millions that survive day-to-day on an endless stream of vodka. Crisci instead reports that Russians are a proud, engaging, curious and, yes, quirky people, working their way through a time-bending transition.

"It is more important now than ever for Americans and Russians to understand each other. In many ways, they are just like Americans," Crisci explains. "They're holding on to the past with one hand while they use their other hand to pull themselves forward into a new world."

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.