

Hollywood actor, Danny De La Paz, has the highest praise for *Homeboy's Soul*, the true story of Don Armijo's life in one of Los Angeles County's most vicious street gangs. Don is using this powerful message of his turbulent rise to power, downfall, and resurrection to help transform the lives of Chicano youth. Please read the following press release and respond with your interest in receiving a copy of *Homeboy's Soul* for consideration of an interview with coauthor Fred Stawitz or to provide a review. Thank you.

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FOR IMMEDIATE RELEASE

### **Gangbanging – the challenge is how to do it without dying**

**Houston, TX, May 1, 2010** - *Homeboy's Soul: Pride, Terror, and Street Justice in America* (Publish America) invites readers into the bizarre and deadly lifestyle of gangbanging in the barrios of Pomona on the eastern edge of Los Angeles County during the 70's through 90's. Written by Don Armijo and Fred Stawitz, this is the story of Armijo's rise to power within one of L.A. County's most violent street gangs, *Calle Doce Los Sharkies*. Minus the usual hype and sensationalism, this provocative tale invites readers into one of the most misunderstood lifestyles in America and delves into the private thoughts, doubts and fears of a normal Chicano 'kid turned killer' with its inside look into what life in the world of gangbangers is really all about.

Inspired to write *Homeboy's Soul* as a way to reveal the truth about the influences that shaped the *barrios* surrounding Los Angeles, Armijo provides answers to why Chicano youth are easily attracted to the homeboy's lifestyle and ultimately gang warfare. *Homeboy's Soul* is a chilling account of how Armijo lived as a gang member, killed as a gang member, and wound up in jail where he experienced a personal transformation.

*Homeboy's Soul* neither blames nor defends *barrio* youth for their decisions, but rather provides a basis for understanding the culture and influences that lead them to the choices they make. Armijo and Stawitz take the reader on an amazing journey through the darker side of human nature. Cruise the *barrio* with a true *vato loco*. Face the deadly consequences of a *movida* on a rival gang. Share the private thoughts and fears of a real-life Chicano youngster. Experience the love and mistrust, the terror and boredom and, ultimately, the sense of hopelessness that there will be no bright tomorrow at the end of all the violence.

Don Armijo does not have a formal education nor does he have professional credentials, but growing up in the *barrio* and becoming a high-ranking soldier in one of L.A. County's most violent street gangs gives him the credibility to tell this story. Now those caught up in the gangbanging, or those considering it, have no more excuses – Don is living proof that they, too, have the power to choose right over wrong!

*Homeboy's Soul* helps readers to realize that each of us has an impact on our world, for better or worse, through the choices we make and by taking responsibility for the consequences of our actions. Don Armijo has made peace with his past and has dedicated himself to helping youth at risk find their path to a

brighter future.

This amazing book is now available at: <http://www.publishamerica.net/product89738.html>

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TIP SHEET:

**Danny De La Paz**, actor (Boulevard Nights): *“Homeboy’s Soul deserves to take its place among the best literature available today on the complex and fascinating subject of what draws a promising young life to such self-destruction.”*

**Richard Reyes**, Pancho Claus and Gang Prevention Activist: *“This book should be required reading for students, parents, school administrators, police officers and community leaders.”*

**Joel Valenzuela**, Former Teacher: *“It gives ammunition to parents waging a painful war for the souls of children caught in the deadly culture of street gangs.”*

**Elizabeth Rhone**, First Lady, Mount Sinai Church of God in Christ: *“You won’t want to put this book down!”*

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