

What greater legacy could a man offer society after spending the better part of his life as a gangbanger in one of LA County's deadliest street gangs than a no-holds-barred book which reveals the horrible truth about this devastating lifestyle! Don Armijo's story tells it like it *really* is and should be in the Christmas stocking of every teenager in America this Holiday Season as a cautionary lesson in how easy it is to be drawn into this unglamorous lifestyle – where death is often the only way out! Please read the following press release and respond with your interest in booking an interview with Fred Stawitz, coauthor of *Homeboy's Soul*, whose chilling stories and clear-headed recommendations make him an attention-grabbing show guest. Stawitz has appeared on CNN Headline News Local Edition in LA, was quoted in a special Congressional Quarterly report on gangs in the US, and has been a featured guest on numerous radio/TV talk shows. Thank you.

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FOR IMMEDIATE RELEASE

One man's journey to hell offers hope for America's youth

Houston, TX, December 7, 2010 - *Homeboy's Soul: Pride, Terror, and Street Justice in America* (Publish America) invites readers into the vicious, unforgiving heart of street gangs to reveal the truth about life as a gangbanger. In this amazing book, which has garnered two national literary awards, Don Armijo, former shotcaller for one of LA County's most vicious street gangs, puts the true story of his turbulent rise to power, downfall, and resurrection on display with the hope that young people will learn from his mistakes.

Despite more than 30 years of attempts to wipe out street gangs, they still thrive in nearly every community in America and have become increasingly violent. *Why? Homeboy's Soul* frank revelations provide young people, parents, school officials, civic leaders, and anyone interested in the future of America's youth answers to why so many young people are easily attracted to the homeboy's lifestyle and ultimately to gang warfare.

Moved by the positive response to *Homeboy's Soul*, Stawitz is organizing a national initiative to eliminate the impact that street gangs have on school-age children. "Education is the key," reports Stawitz. "Keep children on a path to success in school and chances are good that they will not join a gang."

"Young people need developmental resources, support structures, opportunities and acceptance to develop successfully into contributing members of society," says Stawitz who has extensive experience working with at-risk children. "High dropout rates are an indicator that

society has failed children in these areas leaving an opportunity for gangs to attract young recruits with the illusion of acceptance, power, respect, and ready access to wealth from drug sales.”

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 that have devastated so many lives.

“Increased policing and counseling alone will not solve the gang problem that plagues communities throughout America. Any long term solution,” Stawitz emphasizes, “must address the conditions in the community that impact the ability of children to complete a secondary education.”

Homeboy’s Soul is currently available at all major book stores, online booksellers, and from the publisher at: [://www.publishamerica.net/product89738.html](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!*”