

Intrigue Salon Presents
MY ORANGE DUFFEL BAG: A JOURNEY TO RADICAL CHANGE
Book signing and evening with authors Sam Bracken and Echo Garrett

For immediate release

Atlanta, Georgia -- On Friday, July 30, 2010, from 7 p.m.-9 p.m., Jeff South and Intrigue Salon (www.IntrigueSalon.com) will host a book signing for **My Orange Duffel Bag: A Journey to Radical Change** – Sam Bracken's inspirational graphic mini-memoir combined with his transformational **7 Rules for the Road: Desire, Awareness, Meaning, Choice, Love, Change** and **Gratitude**. The event is designed to raise awareness of the challenges faced by homeless teens and those who are aging out of the foster care system.

In deliberately stark, almost poetic fashion, the first part of the book reveals Sam's harrowing story of growing up in Las Vegas in a family best described as a whacked-out version of *The Brady Bunch*. Despite suffering unspeakable abuse and being abandoned and homeless at age 15, Sam triumphed over the odds and offers a powerful message of hope, love, forgiveness and gratitude. The book's title comes from the fact that when Sam was awarded a full-ride football scholarship to the Georgia Institute of Technology and came to Atlanta, everything he owned fit in an orange duffel bag. To review a sampling and the book trailer in order to gain an understanding of the power it conveys and the constructive pathways it creates, visit www.MyOrangeDuffelBag.com.

Sam and his co-author **Echo Garrett**, an East Cobb resident and Intrigue client, will be on hand to sign books. Sam will speak about his remarkable journey from being a homeless teen to general manager of FranklinCovey Media, a division of the world's leading training company. Professional photographer **Kevin Garrett** (www.kevingarrett.com) contributed more than 50 images to the book, which comes with a free

bonus DVD including an audio book, original soundtrack, book trailer and 7 inspirational videos of Sam discussing his life. The Pulpwood Queens (www.pulpwoodqueen.com), the nation's largest book club with 3,000 members, just named My Orange Duffel Bag its November Book Selection. Founder Kathy Patrick calls it "the must-read book of the year."

With each book purchase, attendees will be entered into drawings for door prizes throughout the evening, including a year's worth of hair care services and three 1-hour executive/life coaching sessions with Sam Bracken. A portion of all book sales go to benefit the **Orange Duffel Bag Foundation** (www.OrangeDuffelBagFoundation.org), co-founded by Sam and Echo and dedicated to providing life skills education and support for youth living in foster care, aging out of foster care, and for homeless youth. Currently, the Foundation is training 25 foster youth to be certified orange duffel bag coaches via a pilot program with the state.

The foundation's educational partner is **Chrysalis Experiential Academy** (www.ChrysalisExp.org), a not-for-profit school serving average to gifted middle and high school students in North Fulton County, which used the book as curriculum with its high school seniors. Corporate and individual sponsors include **Intrigue Salon, The Bank of North Georgia, Booklogix Publishing Services, InTouch Interactive, POS World, Kevin Garrett Photography, Kimberly-Clark, InwardBound, Icentris Solutions, Jefferson Wells, Regency Fine Art, John Porter and Dick and Maria Sullivan**. Media sponsors include **11 Alive News** and **Around Town Publishing-North Fulton**. Catering will be provided by **Suburban Tap Grill** and wine by **Intrigue Salon**.

For media inquiries, contact Jeff South at (770) 977-3696 or Echo Garrett (770) 977-7509 or echo@seelevelstudios.com. To order the book or view the book trailer, visit www.MyOrangeDuffelBag.com.