

FOR IMMEDIATE RELEASE

Contact:

Sue Publicover

sue@writersoftheroundtable.com

207.752.4802

Kim Jackson

kim@writersoftheroundtable.com

802.345.9730



**A HOLIDAY GIFT IDEA THAT INSPIRES AND EMPOWERS YOUTH TO TURN AWAY
FROM GANGS AND DRUGS TO CHASE THE AMERICAN DREAM**

*Passionate memoir, "From the Barrio to the Board Room," is showing kids and adults alike
that anything is possible with hard work and determination*

AURORA, III. (Nov. 18, 2008) – When Author Robert Renteria was told by a local teacher that kids were actually trying to steal copies of his empowering memoir, "From the Barrio to the Board Room," he was thrilled. After all, it's hard enough to get kids to read these days but to actually have youth desire a book so much that they would risk getting in trouble for it? But he was thrilled for only a moment, because certainly stealing is an act that is opposite of his message and mission in his book – showing the youth of today that you can turn away from crime, drugs and violence and succeed in life. For any parent, teacher or caring adult hoping to affect the hopes and dreams of their youth this holiday season (and steer clear of Wii, Ipods and any other type of technology), "From the Barrio to the Board Room" should be at the top of the holiday gift giving list.

"Imagine, kids actually wanting to read a book without being told to!," said Renteria. "I challenge everyone who has the financial means to donate funds or books and get them in the hands of these kids."

Renteria's story is far too common. It is the story of thousands of Latino and ethnic kids who have become entangled in barrio and ghetto life, typically told that they'll always live a life of gang violence and drugs. As an infant, he slept in a dresser drawer in a one-room, bachelor apartment that housed his whole family in East L.A. Although living in the midst of gang violence where drugs were common, he escaped the fate that befell many of his so-called friends. Renteria is now a successful author and businessman, and his mission is to change lives and work to break this vicious cycle of poverty and violence.

Renteria has personally donated more than 2,000 copies of the book to the kids and communities of Aurora and Chicago in Illinois. Recently, the Oberweis Foundation donated the funds for the East Aurora school district to purchase 1,000 copies of the book to be given to students as part of The Barrio Making a Difference Challenge, a grassroots movement to put

this book into the hands of everyone who needs the inspiration and motivation to make better choices – today. Renteria’s goal is to get this book to *at least* one million underprivileged and at-risk youth.

“From the Barrio to the Board Room,” *The Barrio Making a Difference Challenge*, and Robert’s personal story were featured on WGN (Adelante Chicago), Univision, *Hoy*, and Y-Talk Radio and profiled in *La Raza* and *Hispanic Executive Quarterly*. The book is also being used by teachers, students, and organizations and has been praised by U.S. Congressman Bill Foster, Aurora Mayor Thomas Weisner, Princeton University Professor Russ Nieli, and Chicago and Aurora police officers. To learn more about Renteria, his story and how adults can affect today’s youth, visit www.fromthebarrio.com or contact Renteria at Robert@fromthebarrio.com or 312.933.5619; or co-author and Publisher Corey Blake at corey@writersoftheroundtable.com or 224.475.0392.

###