



Embargoed for release until 9:00 p.m. March, 12, 2011

Contacts:

Liz Samurovich
212-453-3209
liz.samurovich@nmss.org

Christina McSwain
212-453-3250
cmcswain@msnyc.org

BOOKS FOR A BETTER LIFE AWARD WINNERS ANNOUNCED

NEW YORK, NY - The New York City – Southern New York Chapter of the National Multiple Sclerosis Society presented the winners of the 16th Annual Books for a Better Life Awards tonight during a ceremony at The Times Center in Manhattan. Winners were chosen from five nominees in each of the ten self-improvement categories. For a full list of finalists, visit www.books.msnyc.org.

David “Skip” Prichard, President and CEO, Ingram Content Group, was inducted into the Hall of Fame during the event. Shelley Peterman Schwarz, author and president of Meeting Life’s Challenges, was also presented with the MS Awareness award. To date, the event has raised more than \$135,000 to support the hundreds of annual programs and services the chapter provides people living with MS and research. The following are the Books for a Better Life Award winners:

Childcare/Parenting

Message from an Unknown Chinese Mother by Xinran, Scribner

First Book

Day of Honey by Annia Ciezadlo, Free Press

Green

The Neighborhood Project by David Sloan Wilson, Little, Brown and Company

Inspirational Memoir

Enjoy Every Sandwich by Lee Lipsenthal, M.D.
The Crown Publishing Group

Motivational

Who’s Afraid of Post-Blackness? by Touré
Free Press

Personal Finance

Clark Howard’s Living Large in Lean Times
by Clark Howard with Mark Meltzer and
Theo Thimou, Avery Books

-more-

Psychology

The Geeks Shall Inherit the Earth by Alexandra Robbins, Hyperion Books

Relationships

Spousonomics by Paula Szuchman and Jenny Anderson, Random House

Spiritual

Holy Ghost Girl by Donna M. Johnson, Gotham Books

Wellness

The Longevity Project by Howard S. Friedman, Ph.D. and Leslie R. Martin, Ph.D., Hudson Street Press

Since their inception in 1996, the Books for a Better Life Awards have recognized more than 600 self-improvement authors, raising more than \$1.8 million for the New York City - Southern New York Chapter's comprehensive support services and educational programs for people living with MS, their friends and families. The Awards recognize self-improvement authors whose messages are aligned with the chapter's mission of inspiring people to live their best lives.

About the New York City – Southern New York Chapter

The NYC - Southern NY Chapter of the National MS Society is committed to helping the 10,000 people living with multiple sclerosis in the five boroughs and Westchester, Putnam, Rockland, Orange and Sullivan counties continue moving their lives forward. The chapter raises funds locally to support the Society's critical research initiatives and to provide hundreds of comprehensive support services and educational programs for people living with MS, their family and friends. Visit www.MSnyc.org for more information.

About the National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't by helping each person address the challenges of living with MS. In 2011 alone, through its national office and 50-state network of chapters, the Society devoted \$164 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$40 million to support 325 new and ongoing research projects around the world. Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. To learn about the options, individuals should talk to their health care professionals and contact the National MS Society at www.nationalMSSociety.org or 1-800-344-4867 (1-800-FIGHT-MS).

About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.1 million worldwide.

###