


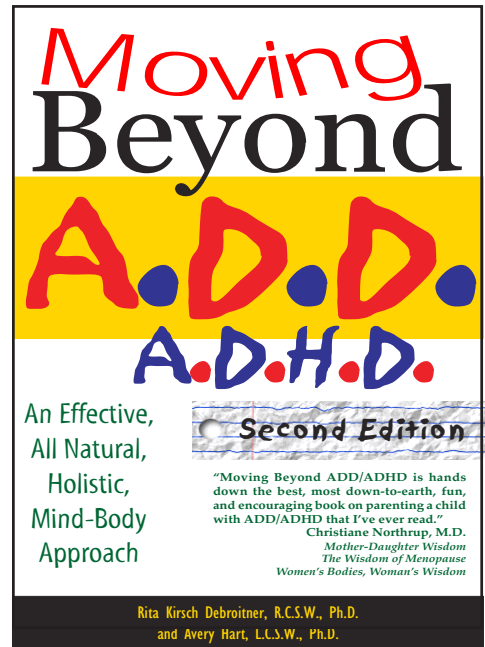
Moving Beyond ADD/ADHD: In Stores November 1, 2007

Transpersonal Publishing, div. American Holistic University, LLC, PO Box 7220, Kill Devil Hills, NC 27948

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Some statistics estimate there are 20 million Americans with ADD and ADHD. More than 8 million Children, medically diagnosed, will wake up and take their ADD pill every day... Does allopathic medicine really cure the problem, or are they just treating the symptoms? Is there an all-natural, scientific approach that's nonaddictive, less dangerous or fatal, and renders superior results? The answer is "Yes." 

Promotion/Publicity: The authors will initially sign copies of the book at Book Expo America, June, 2007, in the main autographing area. They plan book signings at major chains and independents in the NYC area, national speaking engagements, and other book trade shows. The authors will attend conferences to promote the book to educators. The Publisher will launch a radio/TV campaign to producers. The book has already aired on Good Day New York-Fox 5 Television, has excellent endorsements and a dedicated following. Galley's will go out to several reviewers before the initial printing.



Description: *Moving Beyond ADD/ADHD: An Effective, All-Natural, Holistic, Mind-Body Approach* offers hope for those with ADD/ADHD, so that they may not just mask the disorder with drugs, but take a behavioral and nutritional approach to completely overcome the problem. The authors prove that by practicing a variety of easy-to-use communication skills and holistic arts, such as meditation and imagery, and eliminating environmental distractions and dietary deficiencies, patients and their families can create lasting changes that circumvent the need for drug therapies.

- Sales:**
- The most complete ADD book entailing psychological causes and explanations, and scientifically-based natural remedies
 - Parents, educators, and those with the disorder desire an in-depth understanding of the mental set involving ADD/ADHD
 - *Updated scientific data* (drug statistics., etc.); a *new chapter (12)* offers families surveys to discover their preparedness to "move beyond ADD and ADHD"

About the Authors: Avery Hart is an award-winning children's book author and practicing psychotherapist. Her other books include: *Kids Make Music*, *Kids Garden*, *Pyramids!*, *Who Really Discovered America?*, and *Boredom Busters*. Avery received a BA from Penn State University, MA from New York University, MSW from Yeshiva University, and PhD from Clayton College of Natural Health. Rita Kirsch Debroitner CSW-R, PhD, is a Holistic Psychotherapist. Dr. Kirsch is creator and founder of the Rhinecliff Non-drug ADD/ADHD Program. She is also author of: *There's Nothing Wrong With You*, *Adam and Please Don't Eat The Crayons Harry*. Both books give practical information for moving beyond ADD/ADHD. She has a practice in Rhinecliff, NY, and Boerum Hill, Brooklyn, where Harry and Tai, a Bichon and yellow lab, are pet therapists who help others with moving beyond.

Sales History	Comparable Titles	Health, Psychology, Parenting
<p><i>Moving Beyond ADD/ADHD, 1st edition</i> 10,000+ copies sold ISBN 0-8092-3076-3, 1995, Paperback</p> <p><i>Please... Don't Eat the Crayons, Harry! Moving Beyond Attention Deficit (A.D.D./A.D.H.D.) with Help from a Service Dog Named Harry</i> (Childrens TP)</p> <p><i>There's Nothing Wrong with You, Adam! Moving Beyond A.D.D./A.D.H.D. Without Medication</i> (Illustrated Children's TP)</p>	<p><i>Getting Rid of Ritalin: How Neurofeedback Can Successfully Treat Attention Deficit Disorder without Drugs</i> 1-57174-254-9, 19.95, 7x9, 304pp, paperback</p> <p><i>You Mean I'm Not Lazy, Stupid or Crazy?! A Self-Help Book for Adults with Attention Deficit Disorder</i> by Kate Kelly and Peggy Ramundo (Paperback - 1993)</p> <p><i>Delivered from Distraction: Getting the Most out of Life with Attention Deficit Disorder</i> by Edward M. Hallowell and John J. Ratey (Hardcover - 2005)</p>	<p>ISBN 978-1-929661-19-0 \$19.95 Trade Paper 340 pages 6x9 In Stores November 1, 2007 Authors' Residences, New York City</p>

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Time has wings! It's been almost ten years since the first edition of *Moving Beyond ADD/ADHD: An Effective, Holistic, Mind-Body Approach* was published. Since then we have been heartened by the response of readers, and the positive results they've reported to us. In our private practices, we've continued to be involved with families, children, and adults who, with guidance and encouragement, were able to develop the kind of new and improved, present-moment consciousness that moved them beyond the symptoms of Attention Deficits-with no nasty side effects, either. Freed of Attention Deficit symptoms, these families can now spend their time and energy enjoying each other, exploring life, and developing their potential.

Our theory is simple enough: A person of any age who is centered and grounded will not have Attention Deficits. Therefore, when a person invests time and energy learning to become centered and grounded - in charge of their energy, internally balanced, and self-possessed-presto! - the psychiatric disorder disappears! In its place is a living, breathing human being who is capable of organizing his or her energy and meeting life's inevitable challenges as they occur. The means for creating this kind of positive change are all contained within the pages of this book.

For ADD/ADHD symptomatic children, our approach starts with parents learning to become centered and grounded within themselves. Once parents learn to live their own balanced, empowered lives, the entire family dynamic automatically begins to shift. The result is a family that works for each and every member, where each member is validated and supported, able to face challenges without falling apart. Improved effectiveness at school and work naturally follows, too, as family members take their new-found awareness and life skills and begin applying them to situations outside the home.

Contrast this drug-free approach to the pharmaceuti-

cal treatment offered for Attention Deficits, and the benefits of this book becomes even more apparent. It's now 2005, and America's venerable FDA, the agency that is supposed to protect citizens on matters of drug safety, is in disgrace. So much bad news has been exposed about the workings of a health care system in which profitability trumps integrity - even when the health of our most vulnerable citizens, children, is at stake. During 2004, Americans learned of a rising rate of childhood suicide connected to psychiatric drugs, and worse: The very officials who were supposed to protect the public were found to have purposefully suppressed information about the dangers of several manufactured medications! In Canada, after fourteen young people died as a result of Adderall, that drug has been banned. England is encouraging clinicians to seek only drug-free approaches for ADD..

And yet the drugging of American children continues in a pattern of unhappiness: Families are in trouble, struggling to cope with the stress of ADD/ADHD symptoms. Doctors try to relieve symptoms by prescribing drugs. And the problems of ADD/ADHD symptoms spin on, veering off this way or that in a dizzy circle of upsets. For challenging cases, new labels emerge for negative, out-of-control behavior and chaotic, foggy perspectives, such as the rise of childhood bi-polarity. Sadly, many families are unaware of that safer and more effective treatment options even exist!

Drugs may mask ADD problems for a time, but it is only human beings, using their own power from within, that can overcome and cure those problems permanently. How rewarding it is to see a family move beyond ADD/ADHD - closer to each other, stronger at heart, and more effective in the world!

Yes, you can move beyond ADD/ADHD...we all can! We can move beyond a society of labels, dysfunctions, and disorders. We can move beyond looking outside of ourselves for answers - beyond negativity and worry. There's a beautiful land waiting for those who find their personal power and grapple with reality:† Let's go there!