

I AM. YOU ARE.

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Contact: Kevin Staniec
Phone: 562 458 8899
Email: kevin@ismcommunity.org

For Immediate Release

**I AM _____. YOU ARE _____.
NEW BOOK AND BLOG ASKS READERS TO SHARE THEIR EMOTIONS.**

Kevin Staniec, creator of the non-profit arts organization *ISM: a community project*, is releasing a new love book (*I AM. YOU ARE.*) and community blog (www.iamyouare.blog.com) on the eve of Valentine's Day, Saturday, February 13, 2010.

A pre-holiday party is scheduled to coincide with the release of the book and blog featuring popular jazz ballads performed by The Dan Reckard Quartet as well as indie folk rock with Zak Salazar and the Western Junkyard.

Guests in attendance will have a unique opportunity to purchase a limited edition signed copy of the book, personalize a one-of-a-kind Valentine's art card with illustrator Emilio Santoyo, and share a special love letter to be posted at www.iamyouare.blog.com.

I AM. YOU ARE. follows a series of successful projects including the *Untitled Love* book and traveling art showcase, the *Good Things About America* patriotic anthology and poetry tour, and the Polaroid 600 Series tribute exhibition and upcoming instant film book featuring over 200 participating photographers from around the world.

Inspired by the iconic Americana series, *Dick and Jane*, Staniec's *I AM. YOU ARE.* samples the child-like simplicity and purity of these classic reading books while focusing on a contemporary design themed on the grown-up complexities of communication and relationships.

Whether out of boredom or loneliness the book began when author Kevin Staniec decided to list his obvious inadequacies in an attempt to better himself. Somewhere along the way, these fragmented perceptions began to read like poems. He then invited San Francisco based writer Melanie Moore to respond with her opinions and asked Emilio Santoyo, a successful illustrator living in Los Angeles, to add color to their emotions.

The blog was produced as a supplement to inspire people to write and share their emotions. Using an open forum format for guests of all ages to share personal reflections (*I AM*) or impressions (*YOU ARE*), they are asked to 'Think less like a poem and more like a simple sentence or a short statement'. Submissions must be less than 25 words and begin with either *I AM* or *YOU ARE*.

The *I AM. YOU ARE.* book and blog release party is scheduled for Saturday, February 13th at {open} bookstore in Long Beach, California. The event will begin at 8:00 PM and conclude at 11:00 PM. For more information please visit www.iamyouare.blog.com.

RSVP at www.ISMcommunity.org/RSVP

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