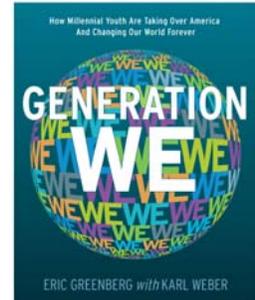


## ENTREPRENEUR, AUTHOR UNLEASH NEW MEDIA TO SHARE GROUND-BREAKING TALE OF POWERFUL "GENERATION WE"

NEW YORK, September 15, 2008 -- One of this year's biggest stories is the Millennial Generation. Currently aged 30 and under, Millennials are the largest generation in U.S. history (95 million strong) and today's most contested political prize--the force behind the candidacy of Barack Obama and a target of fierce GOP recruiting efforts. Many experts predict the votes of Millennials could swing the November election and even produce a major political realignment.

To bring the story of the Millennials to light, entrepreneur **Eric H. Greenberg** began a personal journey in late 2006 which has come to fruition with the publication of the book **Generation WE: How Millennial Youth Are Taking Over America and Changing Our World Forever** and the launch of the website [www.gen-we.com](http://www.gen-we.com).



The book and website provide the deepest political and social analysis ever performed on the Millennial generation. They also represent a unique new-media story: In order to spread the news about the Millennials and their power to transform America as widely and quickly as possible, Greenberg is self-publishing the book within weeks of its completion, offering its contents (and voluminous backup data) free by Internet download as well as in the form of a sumptuous full-color book soon to be available in bookstores around the country.

**Generation WE,** Greenberg says, "was written as a gift to the Millennials in hopes it will help them create a better world. Now it's being widely disseminated with the speed and transparency that only our unique open-source business model can provide."

Co-authored by Greenberg and *New York Times* best-selling author **Karl Weber**, **Generation WE** is a 256-page full-color work that includes cutting-edge info graphics and stunning photography designed by award-winning graphic artists. It's based on over \$1 million worth of research on the Millennial generation sponsored by Greenberg and conducted by the respected firm of Gerstein | Agne, including a 2000-person written survey and 12 focus groups—the most in-depth study ever made of the attitudes and values of the Millennials.

But it's the open-source publishing model that makes **Generation WE** a landmark for the information industry. The proprietary data behind the book was released on August 25. The book itself is being released via free Internet downloads on September 15, 2008. Finally, physical copies will be available through bookstores and other traditional outlets in October. It's a unique approach that sacrifices profit to make the ideas as accessible as quickly and broadly as possible.

A unique publishing team was assembled to bring **Generation WE** to market in record time. In July 2008, as the manuscript was nearing completion Greenberg retained publishing consultant Mike Shatzkin of Idea Logical Company, ex-CEO of Publishers Group West Rich Freese, Brian O'Leary of Magellan Media, and a team of supporting companies including HOT Studio, SourceN, and GSI Hosting to make the book and website available in less than three months.

"Actually, the theme of the book and our publishing model are deeply congruent," Greenberg says. "The Millennial Generation has pioneered the use of communication and collaboration technologies to change the world, as the influence of Facebook, MySpace, and free music file-sharing have demonstrated. So it makes sense that we're using the same technologies to reach out to today's youth with the story of their own incredible potential to change the world."

Greenberg's research reveals the unique qualities of the Millennials. The most diverse and best educated generation in history, they are hopeful, civic-minded, open-minded, and ready to take collective action to solve national and world problems. Committed to the greater good, they abhor economic and political structures that benefit the few at the expense of the many.

Members of Generation We are also more mature in their attitudes than earlier generations, and because of their belief in technology and innovation, they are impatient when it comes to demanding change. Given the right leadership, they are ready to step forward and become America's new "greatest generation," prepared to tackle the problems of war, environmental degradation, energy dependence, and dysfunctional health and education systems that threaten the American Dream.

**Generation WE** and its message have already received remarkable acclaim, with endorsements from notables including **Muhammad Yunus**, Founder of Grameen Bank and Co-Winner of the 2006 Nobel Peace Prize; U.S. Senators **Harry Reid**, **Tom Daschle**, and **Ron Wyden**; **Larry Brilliant**, Executive Director of Google.org; **Norman Lear**, legendary TV producer and social activist; and **Dean Ornish**, health expert and best-selling author.

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**Generation WE: How Millennial Youth Are Taking Over America and Changing Our World Forever**

Pachatusan; \$19.95; ISBN 978-0-9820931-0-8. Available in bookstores mid-October. Pre-orders now being taken on Amazon.com and Barnes & Noble.com.

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