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Contact: Mike Onorato
(201) 748-6361 / monorato@wiley.com

The New York Times bestselling author and America's funniest activist gives the lowdown on how to put up - not shut up- in the fight for our future

SWIM AGAINST THE CURRENT:

Even a Dead Fish Can Go With the Flow

**By Jim Hightower
With Susan DeMarco**

Jim Hightower, the country's #1 populist, has picked up some useful advice over the years, from "never eat at a café featuring "bargain kebobs"" to "never hit a man with glasses; hit him with something much heavier." As he and his longtime co-conspirator Susan DeMarco have rambled through grassroots America, however, they've also come up with more serious words of wisdom to share here, namely: question authority, trust your values, seek alternatives, break away, stand up for your beliefs and swim against the current!

SWIM AGAINST THE CURRENT: Even a Dead Fish Can Go With the Flow (Wiley; March 2008; \$25.95; Cloth; ISBN: 978-0-470-12151-1) introduces readers to people across the country who have actually done this—people in business, politics, health care, farming, religion, and other areas who are taking charge, living their values, doing good, and doing well. Hightower and DeMarco show how they are doing precisely what the elites want us to believe can't be done: changing their lives and making a difference. In this uplifting book, they tell the stories of these people and offer inspiration and information that will help readers tap into their own maverick potential in order to navigate a different, more satisfying course of their own.

Whether they are young and just starting out or older and searching for a different path, the common-sense folks in **SWIM AGAINST THE CURRENT** have escaped the corporate tentacles to find their own way toward a richer life and a better American future. They are creating a new, deeply democratic model for the country, edging it back onto the long road toward egalitarianism and the common good.

(over)

In **SWIM AGAINST THE CURRENT**, Hightower and DeMarco follow the stories of several people, including:

- Lorraine Bieber, Columbus, OH, who started the League of Pissed Off Voters after graduating from Camp Wellstone
- Chris Johnson, Austin, TX, who started MedSavers pharmacy, catering to folks with no health insurance
- Martin Dunn, Brooklyn, NY, a real estate developer focusing on housing for working-class families
- Granny D (Doris Haddock), Dublin, NH, who walked across America at 89 years old to raise consciousness on clean elections
- Charlie Alfero, Lordsburg, NM, who developed and delivered a healthcare system for a rural, underserved community, which then became an economic revival engine for that region

SWIM AGAINST THE CURRENT offers real-life examples of people all around the country who are bucking the system...and succeeding. Hightower and DeMarco also include an extensive resource list of organizations, with phone numbers and email addresses, to help people to get started right away on shaping their own destinies.

About the Authors:

JIM HIGHTOWER (Austin, TX) is a syndicated columnist, national radio commentator, publisher of the Hightower Lowdown newsletter, and the *New York Times* bestselling author of “Thieves in High Places”. **SUSAN DEMARCO** (Austin, TX) is a writer, former radio talk-show host, public-interest activist, and longtime Hightower partner-in-crime.

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Sample Interview Questions for Jim Hightower, Author of **SWIM AGAINST THE CURRENT**

Q: What are some of the more important lessons you learned on your travels around the United States?

Q: What do you mean by “escaping the corporate tentacles”?

Q: In **SWIM AGAINST THE CURRENT**, you write about urging readers to tap into their maverick potential. What do you mean by that?

Q: Do you feel people are reluctant to embark on these paths to richer lives?

Q: You write about so many “ordinary” people, doing extraordinary things. What was the most extraordinary? What was the most shocking?

Q: What is your advice to people who say, *“I don’t like my job and want to do something more useful, but I have a mortgage to pay and I need to save for college tuition.”*

Q: Though you take shots at both Republicans and Democrats in **SWIM AGAINST THE CURRENT**, would you categorize it as a political book?

Q: You’ve been described as the nation’s #1 populist. How do you feel about the candidates in the 2008 Presidential election?

Q: What do you hope readers take away from **SWIM AGAINST THE CURRENT**?

For more information, or to schedule an interview with Jim Hightower, please contact Mike Onorato at Wiley at (201) 748-6361 / monorato@wiley.com

Tour Cities* for Jim Hightower, Author of SWIM AGAINST THE CURRENT

March

March 8 – New Brunswick, NJ
March 9 – New York, NY
March 10 – Greenwich Village, NY
March 11 – New York, NY
March 12 – South Hadley, MA
March 13 – Springfield and Boston, MA
March 14 – Darien, CT
March 16 – Rockland, Waldoboro, Portland, ME
March 17 – Silver Springs, MD
March 18 – Washington, DC
March 19 – Houston, TX
March 24 – Los Angeles, CA
March 25 – Pasadena, CA
March 26 – San Francisco, CA
March 27 – Berkeley, CA
March 28 – Mill Valley, CA
March 29 & 30 – Fort Collins, CO
March 31 – Boulder, Denver CO

April

April 1 – Colorado Springs, CO
April 2 & 3 – Minneapolis, MN
April 4 – Washington, DC
April 5 – Madison, WI
April 6 – Milwaukee, WI
April 9 – Portland, OR
April 10 – Sonoma, CA
April 11 – Sacramento, CA
April 12 – Seattle, WA
April 13 – Olympia, WA
April 14 – Seattle, WA
April 17 & 18 – Raleigh, Chapel Hill, NC
April 19 – Tampa, FL
April 23 – Austin, TX
April 24 – Santa Cruz, CA
April 25 – San Francisco, CA
April 26 – Durango, CO
April 27 – Sandpoint, ID
April 28 – Spokane, WA

* - Additional events are being added daily. For an up-to-date list, check out
www.jimhightower.com/road