

PRESS RELEASE

Media Release

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FOR IMMEDIATE RELEASE

### **Publisher of Classics launches its “Get America Reading the Classics” Campaign**

(Arlington, Virginia and Nanaimo, British Columbia) - Why Classics? There are many reasons to read the classics but a recent article in the NY Times put it into a modern perspective with an article on what books one finds on the shelves of the world's most successful CEO's. The article points out that one doesn't find "how-to-business books" on their shelves, but rather works of philosophy, poetry, Greek classics, and other books of general knowledge. The article can be found here:  
[http://www.nytimes.com/2007/07/21/business/21libraries.html?\\_r=1&ex=1185681600&en=caab541e2182a66d&ei=5070&emc=eta1&oref=slogin](http://www.nytimes.com/2007/07/21/business/21libraries.html?_r=1&ex=1185681600&en=caab541e2182a66d&ei=5070&emc=eta1&oref=slogin)

Even beyond the information and names named in this article, such as Michael Moritz (founder of Google, YouTube, Yahoo & Paypal), Nike founder Phil Knight, Apple founder Steve Jobs, to name a few, one finds others in a variety of endeavors not mentioned in the article: for example, HP's co-founder Dave Packard, who was a former professor of ancient Greek and Latin studies, Chris Martin of Coldplay (a rock group) and JK Rowling.

American Literacy is not dead, but it could use a boost. To that end, we have launched our Get America Reading the Classics Campaign. Not only are we continuing to publish historic new translations of classics designed for the modern reader, with 8 new titles out in the last 15 months and dozens more scheduled, we additionally have placed all of our texts online on our website as free pdf E-books as well as offering them for sale in book form. We invite the news media to join us in promoting this campaign. Both the translator and the publisher of these titles are available for comment or interview. You can reach either one via the publisher at: [publisher@RicherResourcesPublications.com](mailto:publisher@RicherResourcesPublications.com)

More information on these new translations and the translations themselves can be found on our website at [www.RicherResourcesPublications.com](http://www.RicherResourcesPublications.com)

Mr. Johnston resides in British Columbia and Richer Resources Publications is located in the United States just outside of Washington, DC. Both Mr. Johnston and the publisher can be made available for interviews relating to this campaign and the release of these texts.

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