



new horizons

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Partnering for a Brighter Future

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FOR IMMEDIATE RELEASE

July 26, 2010

FOR MORE INFORMATION:

Holly Rasey: 818-894-9301 ext. 334

Author's Event Set as Fundraiser at New Horizons

An Author's Event and book signing to benefit New Horizons has been scheduled for *North of Mulholland*, Martin M. Cooper's new book that focuses on life in this world-famous region, for Thursday, August 5, 5:30-7 p.m., at the organization's North Hills campus.

Cooper, a long-time observer of the Valley's cultural, civic, and business scene, will discuss the past, present and future of the San Fernando Valley, read a selection, and sign copies of his new book for attendees. Admission is \$15 per person at the door or with an advance reservation from New Horizons. Cooper is donating all profits from sales of the book at this event to New Horizons, a San Fernando Valley-based organization that provides services to adults with developmental disabilities.

According to the Borders bookstore website: "Local author, journalist, and businessman Martin Cooper's...column is one of the most popular features in the *San Fernando Valley Business Journal*. For the first time, his most popular essays have been collected into one volume. Explore the pulse of the San Fernando Valley in this witty, essential collection."

West Valley Los Angeles City Councilmember Dennis P. Zine said of Cooper's book: "*North of Mulholland* is clearly written by someone who truly understands the San Fernando Valley. This collection of essays by my friend and civic leader Marty Cooper is entertaining, informative, and insightful."

Sam's Café is located at New Horizons, 15725 Parthenia St., North Hills. For further information, phone Michelle Veals at 818-221-0632, or see New Horizons' website, newhorizons-sfv.org.

The book is available in hardcover and softcover versions, as well as electronically, from Amazon.com, BarnesandNobel.com, and from the publisher, Author House (Authorhouse.com). Signed copies of the book will be available at the New Horizons event for \$24 hard cover and \$14 soft cover.

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