



SIMON &
SCHUSTER

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FOR IMMEDIATE RELEASE

**EDUCATIONAL TEXTBOOK,
ARMENIA: A RUGGED LAND, AN ENDURING PEOPLE,
INTRODUCES READERS OF ALL AGES
TO AN EXOTIC LAND AND CULTURE**

Parsippany N.J. – The Simon & Schuster Education Group has announced the publication of *Armenia: A Rugged Land, an Enduring People* under the Silver Burdett - Dillon Press imprint. Written by Lucine Kasbarian, the 160-page educational textbook offers a comprehensive introduction to the land, history and culture of the Armenian people – from their origins up to the present time – in a practical, easy-to-read format, and designed for readers ages 9 and up.

This latest installment in the “Discovering Our Heritage” textbook series is designed to supplement social studies and multicultural studies programs on primary, secondary and undergraduate levels. *Armenia* and other books in this series are also intended to generate interest in countries of which Americans may possess little awareness. The book will be distributed to public and private classrooms and libraries, specialty bookstores and the general public in the U.S. and Canada.

“*Armenia* will fill a void on bookshelves in both the public and private sectors,” says Annye Camara, Marketing Director at Silver Burdett Press. “With the collapse of the former Soviet union, reference material that examines the historical background and present circumstances affecting the Republic of Armenia and other newly independent states has been sorely lacking. *Armenia* addresses that need with comprehensive, realistic coverage.” In fact, in an advance review of the book, writer Aram Saroyan said, “Kasbarian’s compact and copious *Armenia* is a benchmark in an ongoing and I dare say inexorable cultural mission: to bring the tragic and heroic story of the Armenian people to the world at large.”

Within the 11 chapters featured in this book, *Armenia* explores the origins and history of the Armenians, describes the geographical characteristics of the country, notes the achievements of pioneering Armenians, documents the events and evidence surrounding the Armenian Genocide of 1915, and describes what life is like in the country today. The book also includes pages of Armenian phrases and folk tales, authentic Armenian recipes, and addresses of foreign embassies and consulates. A full-color map and over 45 color

photographs and illustrations further familiarize readers with the customs and practices in this foreign land.

The book's author, Lucine Kasbarian, is a graduate of New York University's Department of Journalism and writes for a variety of newspapers and magazines. Kasbarian has spent many summers overseeing community development and historic preservation programs in Armenia under the auspices of the Land & Culture Organization – an experience which offered her much raw materials for the construction of this book. She lives in New Jersey.

Armenia is available through independent booksellers and Amazon.com at:
<http://www.amazon.com/gp/product/0382394585?ie=UTF8&tag=lucinkasba-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=0382394585>