

Books for a Better Life Awards Finalists Announced

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For Immediate Release

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Winners to be announced at a ceremony on Monday, March 12, 2012

New York, NY- The New York City - Southern New York Chapter of the National MS Society is thrilled to announce the finalists for the 16th Annual Books for a Better Life Awards. The winners will be announced Monday, March 12, 2012 during an awards ceremony at The New York Times Center in Manhattan. Skip Prichard, President and CEO of Ingram Content Group, Inc. and the event honoree, will be inducted into the Hall of Fame.

What: 16th Annual Books for a Better Life Awards

When: Monday, March 12, 2012

Cocktail reception: 5:30 p.m.

Awards program: 7 - 8:30 p.m.

Where: The New York Times Center

242 W. 41st St

New York, NY 10018

Since their inception in 1996, the Books for a Better Life Awards have recognized more than 600 self-improvement authors, raising more than \$1.8 million for the New York City - Southern New York Chapter's comprehensive support services and educational programs for people living with MS, their friends and families. The Awards recognize self-improvement authors whose messages are aligned with the chapter's mission of inspiring people to live their best lives.

Five finalists were selected from 500 entries for each of ten categories, including childcare/parenting, first book, green, inspirational memoir, motivational, psychology, relationships, spiritual, wellness and, back by popular demand, personal finance. An esteemed panel of book sellers and magazine, book club and television book editors selects the finalists and the winners are chosen by secret ballot of three expert judges for each category.

The following are the 2011 Books for a Better Life Award Finalists in the Motivational category:

Better By Mistake - Alina Tugend

Riverhead Books

Life Gets Better - Wendy Lustbader

Tarcher / Penguin

The Art of Uncertainty - Dennis Merritt Jones

Tarcher / Penguin

The Four Desires - Rod Stryker

Delacorte Press

Who's Afraid of Post-Blackness? What It Means to be Black Now - Touré

Free Press

About the New York City – Southern New York Chapter

The New York City - Southern New York Chapter of the National MS Society is committed to helping the 10,000 people living with multiple sclerosis in the five boroughs and Westchester, Putnam, Rockland, Orange and Sullivan counties continue moving their lives forward. The chapter raises funds locally to support the Society's critical research initiatives and to provide hundreds of comprehensive support services and educational programs for people living with MS, their family and friends. Visit www.MSnyc.org for more information.

About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.