



Our PR campaign is based on the idea that everybody knows somebody, something we affectionately call our **Be The Change Network**. If you know someone who is a freelance writer looking for story ideas, a newspaper staffer, magazine editor, or blogger with an interest in what we do, here is an easy way to introduce them to Kari Grady Grossman, author of *Bones That Float, A Story of Adopting Cambodia*, and Executive Director of the Friends of the Grady Grossman School.

Tips:

- 1) Writers need angles for their stories. We have provided four different story angles designed to be cut and pasted into an email. These are brief, and meant only to pique their interest. They should contact us or refer to the website for more information and a press release.
- 2) Match the angle you use based upon the readership's interest.
- 3) The key to gaining their interest is your passion. Explain why our story is meaningful to you and why you think their readers will be moved as well.
- 4) Consider hosting a book discussion event covered by your local newspaper. See the Toolkit page at www.BonesThatFloat.com for information in book events.

Thank you for your help in spreading the word.
If you need help give me a call.
970-690-5289 or email: bonesthatfloat@wildheaven.com.

Thank you for your support,
George Grossman
Wild Heaven Press
Publisher



Four Story Angles for News, Magazines, & Blogs

(Pick and angle then cut and paste to send to your contact.)

1. Parenting Angle: It Takes a Parent to Raise a Village

What would you do if a new child entered your life with 500 siblings? It was not Kari Grady Grossman's intent to parent an entire village when she and her husband adopted their son from Cambodia in 2001, but that is how their journey turns out. The couple built a school in their son's honor in 2001 and their lives have not been the same since. It is a journey fraught with first-world/third-world paradox that gives Kari empowering insights, among them - helping oppressed people is a lot like parenting. "The relationship matters as much as the money," Kari says. The challenges of a Cambodian village demand the best of her mothering skills, modeling to teachers and community leaders how to think about problems in new ways, work together, and become resourceful. She provides the foundation to achieve their goals, but doesn't do it for them. She works to build self-esteem and empower a self-supporting future.

Kari's book, *Bones That Float, A Story of Adopting Cambodia*, tells how the adoptive relationship opened her heart to the children of the entire country and inspired the desire to make a difference in their future.

To schedule an interview or request a media kit please contact:

Wild Heaven Press at 970-690-5289 or email: george@wildheaven.com

Visit: www.BonesThatFloat.com and www.GradyGrossmanSchool.org

2. Adoption Angle: The Larger Embrace

After adopting a son from Cambodia and a subsequent US suspension of the process due to accusations of corruption, author Kari Grady Grossman engages in a cross-cultural, birth-family search in an effort to make peace with the moral ambiguities implicit in international adoption. She enlightens her non-adoptive readers about why the truth matters; she helps adoptive readers envision the larger meaning in a trans-racial adoptive relationship.

Kari's book *Bones That Float, A Story of Adopting Cambodia* supports a school in Cambodia that she and her husband built in their son's honor. It is the story of how adopting one child opens her heart to adopting the country by working to make a difference in Cambodia's future.

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3. Spiritual Angle: Evolving Beyond Difference

When asked what religion they are, George and Kari Grady Grossman respond, “JeBudicDu,” an acronym for Jewish-Buddhist-Catholic-Hindu, the full spectrum of spiritual heritage represented in their family. Their wedding featured a sprinkling of tradition from the Jewish and Catholic faiths; then they adopted a son from Cambodia and a daughter from India. Now they celebrate New Year four times a year. It’s non-stop holidays at the Grossman home. The spiritual stew thickens when you consider that their journey to trans-racial adoption begins and ends in a Native American sweatlodge.

In her book, *Bones That Float, A Story of Adopting Cambodia*, Kari examines international adoption within the context of “we all are one.” The journey is fraught with first-world/third-world paradox that gives Kari empowering insight. Adopting one child led to adopting the country when the Grossman’s built a school in their son’s honor. They now find themselves parenting an entire village away from oppression and toward an empowered and self-supporting future. Modeling unconditional love in a place where love has not been known for three decades is inspired by what Kari calls, “a sacred trinity of evolution,” known to many as the adoption triad.

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4. International Development / Social Justice Angle: The Relationship Matters As Much As the Money

What is so remarkable about a group of kids starting a letter writing campaign to address natural resource conflict issues in their community? Is it the success of being featured on the front page of three major newspapers and Voice of America? Consider that the Grady Grossman School is in rural Cambodia. Seven years ago, no one could read and write in a village called Chrauk Tiek. On May 22, 2007 a helicopter brought reporters and forest rangers seeking to crack down on a corrupt network of the political elite that is destroying Cambodia’s forests. The Grady Grossman School director says, “the high ranking people are now scared of the people of Chrauk Tiek because they have a voice to speak out to the world.”

Their voice is Kari Grady Grossman, author of *Bones That Float, A Story of Adopting Cambodia*. Kari’s relationship with the school has built trust within the community; she has become their advocate in a community driven campaign to break the cycle of oppression. The journey is fraught with first-world/third-world paradox that gives Kari empowering insight. “The relationship matters as much as the money,” she says. Her experience shows how small, person-to-person, grassroots efforts are effective catalysts for change.

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