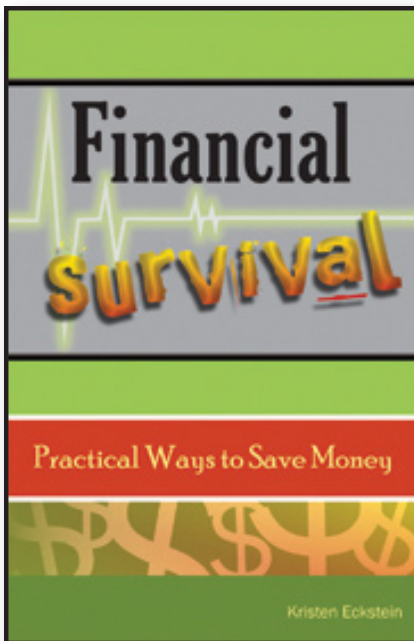


FOR IMMEDIATE RELEASE

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Author Unveils Financial Strategies for Surviving Tough Economic Times: To Appear at Greensboro, North Carolina Art Gallery for Book Signing

Greensboro, NC, September 29, 2008 -- Amongst reports in the news of our country's current state of recession and economic insecurity, the "American Dream" seems to have died for many people. According to author Kristen Eckstein of High Point, North Carolina, the "American Dream" has unfortunately been just that—a dream. In our effort to "keep up with the Joneses," she says, many Americans have used debt and mortgages they cannot afford to fulfill that dream. Unfortunately, we are now all paying the price for those who have had trouble living within their means, she adds.

In her book *Financial Survival: Practical Ways to Save Money*, Eckstein tackles these problems head-on. Taking a whole-lifestyle approach, she outlines practical ways to cope for those who are financially struggling. From everyday purchases to special events, her book shares the methods that allowed her family to pay off \$18,000 of consumer debt in one year, with a salary of only \$40,000.

Author Kristen Eckstein will appear for a book signing at The Blue Diamond Gallery, 604 South Elm St, Greensboro, North Carolina, on October 11, 2008 at 2 p.m. Books are priced at \$10 each, which includes sales tax, and a portion of the proceeds will benefit the Marcus C. Rizzo Center for Musician Enrichment of Greensboro, North Carolina. The Center's mission is to "provide a safe environment for the youth and local community to explore, enjoy and give back their matchless gift of music." Both the author and the gallery see the importance of continuing to support non-profits in our local community who rely on donations to function, which is becoming increasingly difficult in this uncertain economy.

The Blue Diamond Gallery Marketing Director may be reached at 336.392.2074.

For more resources, visit www.financialsurvivalbook.com

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