

## **Waking Up the West Coast: Healers and Visionaries**

*Independent, first time, local author and photographer awarded  
Bronze Medal for Most Inspirational Book in global competition*

-For Immediate Release-

Vancouver, BC – June 1, 2007 – The timely book *Waking Up the West Coast* edited, photographed and published by Vancouver-based photographer Jaime Kowal was awarded a Bronze Medal in New York City today in the Inspirational/Spiritual Category of the Independent Publisher's Awards 2007 at Book Expo America 2007. The IPPY Awards is a global competition involving over 155 entries in this category from 17 countries, 50 states and 7 provinces around the world.

*Waking Up the West Coast* is a visually-compelling eco-friendly book that celebrates the insight and wisdom of 118 leading holistic health practitioners, sustainability experts, social entrepreneurs, educators, artists and advocates based in British Columbia. The book offers simple strategies, personal accounts and new ideas through interviews and photographs in the areas of sustainable design, fair trade products, environmental activism, socially responsible investing, complementary medicine, yoga and meditation, wellness retreats, and energy healing to support a healthier, more sustainable planet. It is designed to inspire readers to live a greener, healthier life by providing examples and offering easy solutions.

In his foreword, Integrative Health Expert Dr Andrew Weil, named by Time Magazine as one of the 100 most influential people in the world in 2005, says "This book puts a personal face on today's hot issues, offering practical, tangible ways for you to become empowered and involved in your life and community."

The book has also been nominated as a Finalist in Inspirational/Motivational category of the Nautilus Book Awards, designed to celebrate "books that contribute significantly to conscious living and positive social change."

Kowal believes that "now more than ever, consumers are realizing their power to create positive, lasting change, and want to make educated decisions in all areas of their lives. They want to contribute to the well-being of their communities, support companies whose values they believe in, nourish their health through integrated lifestyle choices, and protect and care for our environment. *Waking Up the West Coast* highlights a number of creative, dedicated change-makers involved in a variety of diverse capacities setting examples for us all. It is encouraging to know that these people and thousands like them are out there making a difference in the world every day. It is my hope that the stories featured in *Waking Up the West Coast* will encourage others to follow their passions, and trust that they too can contribute to the world in positive ways."

The book walks its talk and is printed locally by award-winning environmental leader Hemlock Printers on 100% Post Consumer Waste Recycled New Leaf Paper. It was sponsored in part by Vancity, Capers Community Markets and Renewal Partners. It is published by Catalyst Publications, a division of Jaime Kowal Photography Ltd, and distributed by New Society Publishers. The book is currently available in bookstores across North America and Australia and available online at [www.wakingupthebook.com](http://www.wakingupthebook.com)

For more information about Jaime Kowal Photography, visit [www.jaimekowal.com](http://www.jaimekowal.com)

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