

**'WAY OF YOUTH' GARNERING PRAISE NATIONWIDE  
BY DAVE MCNEILL  
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**Print, radio and on-line reviews help spread book's message. Web site launched.**

"Daisaku Ikeda adeptly connects the timeless wisdom of Buddhist teachings with the concerns of modern youth in this competent self-help book aimed at the teen set."

"Ikeda hits the hard topics head on, a bold approach that his target audience will no doubt appreciate."

"...A wonderfully accessible approach..."

"...a superb contribution to Buddhist "life style" literature..."

"...answers will prove surprisingly beneficial even to adult parents, teachers and counselors."

This is just some of the praise that SGI President Ikeda's newest book, *The Way of Youth*, has received in the first few months since its publication. Several magazines and Web sites have already printed reviews and stories about the book, and one radio station in Washington, D.C., discussed the book for an hour during one of its talk shows.

The host of the show, Cheryl Costa, read from the book and strongly recommended it to the listeners, saying the advice wasn't just for teens but also for adults who are struggling themselves or who are raising teenagers of their own. "As a parent of a 24-year-old daughter, I wish I had had a book like this during those difficult days [when she was a teen]," she said. "This book could have helped in having a dialogue with a teenager. Both parents and children could read the book and discuss it."

Promotion efforts continue, with more print and radio coverage planned in the coming months. Middleway Press is also beginning to promote its upcoming titles. They'll staff a booth at the annual convention of the American Academy of Religion in Nashville later this month, talking to many of the thousand of religious scholars attending. And their Web site, [www.middlewaypress.org](http://www.middlewaypress.org), has just been launched with information on books, Nichiren Buddhism and the SGI-USA.

Members, especially teen-agers, interested in supporting the promotion of *The Way of Youth* are encouraged to visit their favorite teen Web sites or chat rooms and talk about the book or post reviews where you can. Such grass-roots efforts are key in helping to spread the book's empowering, hope-filled and relevant message.