

**MIDDLEWAY PRESS: A VALUABLE TOOL FOR OUR FUTURE**  
**BY REIKO GROSHHELL**  
**MIDDLEWAY PRESS MARKETING MANAGER**

Have you ever gone to your local bookstore looking for books on Nichiren Buddhism and found only an abundance of books on Tibetan or Zen Buddhism? Or felt a little frustrated when you couldn't simply direct a friend who wanted to read about our philosophy to their neighborhood bookstore because there were no books available there? Well, no more—Middleway Press is here.

At first I did not understand why SGI-USA started Middleway Press. We already publish many books through World Tribune Press for our members, which are sold at SGI-USA community center bookstores. What is the difference whether we sell our books in our centers or in mainstream bookstores?

SGI President Ikeda has written scores of books, but ask almost anyone outside of SGI who he is, and they could not tell you. Unfortunately, his name is not as familiar as the Dalai Lama's. The same holds true for Nichiren and his teachings. Middleway Press is out to change this.

One experience helped me really understand how powerful a difference it will make. In marketing our first book by President Ikeda, *The Way of Youth*, we hired a publicity firm to assist us. The firm's president liked the idea of Buddhist philosophy and felt *The Way of Youth* was a great book for everyone, so she took on the project. Thanks to her firm's efforts, we have gotten print and radio exposure for President Ikeda's book all over the country. But that is not all.

The next project we wanted help with was *The Buddha in Your Mirror*, a new practical introduction to Nichiren Buddhism, which has just been released. Our publicist read the book and was so inspired she started chanting two hours a day to and from work—and getting benefits. "Miracles" she called them.

A short time later, she wanted to subscribe to our publications and shared her experience with her father and brother, who also could not wait to read our books. More chanting and benefits later, she wanted to know everything about SGI-USA and how to join. She is now connected to her local organization and attending meetings.

I finally got it. Middleway Press's purpose was to reach not only people we know but people we don't know—people who might encounter us only through books. Such is the power of the printed word. With Middleway books displayed in our neighborhood and online bookstores, we can reach a broader audience. You and your friends going into your local bookstore asking for our books is a powerful cause to create this greater awareness.

I am looking forward to the day when Dai-saku Ikeda, the SGI and Nichi-ren Buddhism are household words.

In the past nine months, we have been hearing from people about how much they've enjoyed *The Way of Youth* and *For the Sake of Peace*, and how the existence of Middleway Press is helping them in their efforts to share Buddhism. We want to hear your impressions regarding any Middleway Press book, so we can share it with everyone. Please send any comments to us at [middlewaypress@sgi-usa.org](mailto:middlewaypress@sgi-usa.org). Please also visit our Web site, [www.middlewaypress.com](http://www.middlewaypress.com), where you can buy books directly from a bookstore in your area.

We hope Middleway Press continues to be a valuable tool for you, and we thank you for your continued and enthusiastic support.