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**FROM THE CLASSROOM TO THE STREETS:
PURE BRONX RELEASE TO REVOLUTIONIZE URBAN FICTION**

PRINT VERSION NOW AVAILABLE

BUY IT HERE: http://www.amazon.com/Pure-Bronx-Mark-Naison/dp/1935883410/ref=sr_1_1?ie=UTF8&qid=1385340300&sr=8-1&keywords=pure+bronx

Upcoming Events (further information below):

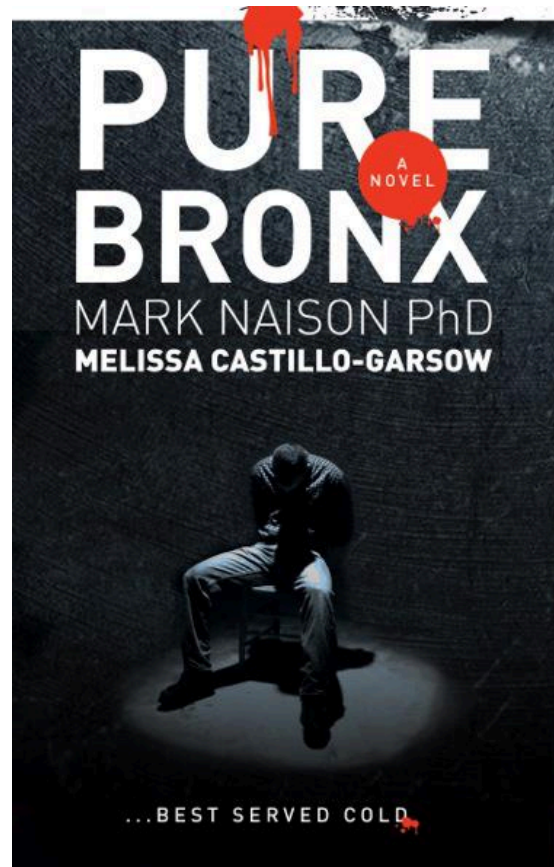
January 15, 2015: Pure Bronx Book Signing at Guantanameras, NYC, 7-9 p.m.

Sunday Jan. 26, 2014: Brooklyn release party, 2-6 p.m.

Friday, Feb. 5, 2015: Pure Bronx Hits Brooklyn at Teddy's Bar and Grill in Williamsburg, BK

February 15, 2014: Har'd Life Ink Reading and Hip Hop Show.

New York, NY (Nov. 24, 2013) - What do you get when you mix academia brightest minds, Street Literature and New York's most vibrant borough? The incredible story of Khalil and Rasheeda, a young couple from the South Bronx, trying to make it out of the ghetto and have a taste of the prosperity middle class Americans take for granted.



Available *now* via download on Kindle and Nook **as well as in** paperback on Amazon and Barnes & Nobles, *Pure Bronx*, is more than just another release in one of literature's fast-growing genres. It is also the result of an incredible collaboration between Mark Naison, Professor of History and African American Studies at Fordham University and a young graduate student, Melissa Castillo-Garsow (previously at Fordham, and now

currently pursuing a PhD at Yale). When teaching a graduate class on street literature and hip hop at Fordham University, Dr. Mark Naison challenged students in the class to help him write a novel which used the non stop action of street literature to bring to life people in South Bronx neighborhoods being changed by an influx of immigrants and big money coming in from Manhattan. Melissa Castillo-Garsow, a master's student in creative writing, took up the challenge and the result is a novel unlike any written before it-- filled with violence, adventure, love, lust, greed and political commentary.

Khalil, 21, is an intelligent, respectful young man forced into Heroin dealing by circumstance. Born and raised in the Patterson Houses, he is also the main provider for his mother, two younger brothers, younger sister and her two children. Rasheeda, 19, moved to the nearby Mitchell Houses when she was 8 and has fought her whole life to stay in school and not become a statistic. Now at Lehman University she is struggling to make ends meet for her mother and younger brother as well as pay her tuition by stripping at a local club, Cheetahs. After falling behind in her tuition payments and getting suspended from work, Rasheeda breaks down in front of Khalil, revealing her intense hatred at having to strip to go to school. As a joke she suggests kidnapping her richest client, Robert Seidman, who also happens to be one of the wealthiest men on Wall Street. Powerless to help Rasheeda, Khalil takes her suggestions seriously and they hatch a plan with the help of Khalil's friends Mamadoo and Juno to kidnap and ransom Seidman. However things don't go as plan resulting in one of the most surprising and revolutionary plot twists in Street Literature history.



But it should be no surprise coming from this pair of fearless authors and activists. According to Kevin Powell, writer, hip hop activist, founder of BK Nation, "Dr. Mark Naison is one of the most important writers, thinkers, and activists we have in America. He is a fearless and tireless voice for truth and change, and one of the best examples of democratic values we've ever produced." Dr. Jason Nichols, University of Maryland at College Park and Editor of *Words Beats & Life: The Global Journal Of Hip-Hop Culture*, adds, "Melissa Castillo-Garsow represents the future in not only hip-hop scholarship, but academia at large. She is more than just a brilliant and meticulous researcher, but a creative young mind whose work is in the spirit of hip-hop itself."

Action packed, set in the first year of Barack Obama's presidency, *Pure Bronx* is more than just a story of two kids that make it out of the ghetto. It's a story of the Bronx and the vast diversity of people who make it what it is, including hustlers, gang bangers, immigrants, the working poor, and powerful interests trying to make money off its

struggling people. And it's about love – what you sacrifice, and what you accept, just for a chance at real happiness.

Pure Bronx is available NOW from Augustus Publishing in Kindle, Nook and paperback! Contact immediately for signings and readings from the authors.

AMAZON LINK: http://www.amazon.com/dp/B00FIP6J02/ref=tsm_1_fb_lk
Barnes and Noble : <http://www.barnesandnoble.com/w/pure-bronx-mark-naison/1114768764>

Upcoming Events:

January 15, 2015: Pure Bronx Book Signing at Guantanameras, NYC, 7-9 p.m.
Guantanamo Restaurant, 939 Eighth Avenue between 55th & 56th St., Hell's Kitchen, New York. Contact: (212) 262 5334 / <http://www.guantanamerany.com>
Don't miss the opportunity to meet and mingle with the authors, enjoy a delicious Cuban cocktail and meet the producers of Pure Bronx: The Movie, a new project now in development!

Sunday Jan. 26, 2014:
Brooklyn Book Party, 2-6 p.m. Contact the Authors for details.

Friday, Feb. 5, 2015: Pure Bronx Hits Brooklyn
Teddy's Bar and Grill in Williamsburg, BK, 7-10 p.m. 96 Berry St, Brooklyn, NY 11211

Contact: (718) 384-9787/ teddysbng@gmail.com/ <http://teddyswilliamsburg.com/>
Celebrate with the authors and then join them in the Party as they help the great DJ Dennis O'Neill make magic. DJ Dennis has one the largest collection of 45's and his sets are wonderful journeys back in time.

February 15, 2014: Har'd Life Ink Reading and Hip Hop Show.
Har'd Life Ink Shop, 711 church ave., Brooklyn, New York 11218

Featuring the transnational art collective Har'd Life Art Collective and Mexican Hip Hop in New York pioneers Hispanos Causando Paniko (HCP).

For more information: <http://www.hispanoscausandopaniko.com>



News Coverage:

“NYU Alumna, Fordham Professor co-write ‘Pure Bronx.’” *Washington Square News*. Sept. 16, 2013. <http://nyunews.com/2013/09/16/bronx/>

“Professors Novel Depicts the Realities of Street Life.” *The Fordham Ram*. Oct. 3, 2013. <http://fordhamram.com/2013/10/03/professors-novel-depicts-the-realities-of-street-life/>

“‘Pure Bronx,’ new urban lit by Mexican American author.” *Gina Vergel*. Nov. 4, 2013. <http://ginavergel.com/2013/11/04/pure-bronx-new-urban-lit-by-mexican-american-author/>

“Vida Entrevista: Mexican American Author Melissa Castillo-Garsow.” *Vida Vibrante*. Nov. 3, 2013. <http://www.vidavibrante.com/2013/11/03/vida-entrevista-mexican-american-author-melissa-castillo-garsow/>

“hip-hop Prof pens street lit.” *The Bronx Times*. Dec. 9, 2013. http://www.bxtimes.com/stories/2013/49/49_book_2013_12_05_bx.html

Past Events:

Wednesday Dec. 4, 2013, 5:30-7:30 p.m.

“BCA Bronx Culture Trolley Night – Readings & Conversations”

Bronx Art Museum North Wing Lobby, 1040 Grand Concourse; Bronx, New York 10456
Hop off the BCA’s Bronx Culture Trolley at The Bronx Museum and hear Bronx authors Mark Naison and Melissa Castillo-Garsow discuss their latest book Pure Bronx.

More Information: http://www.bronxmuseum.org/events/bca-bronx-culture-trolley-night-readings-and-conversations_3

Wednesday Dec. 11, 2013, 7 p.m.

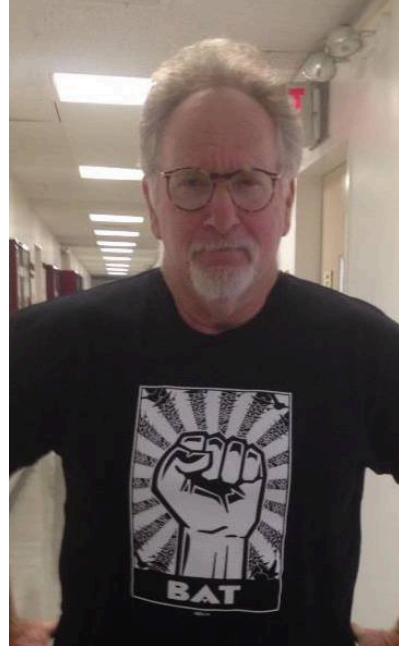
OFFICIAL BOOK RELEASE PARTY featuring G-Bo The Pro’s – Wayback Whensday.

Camaradas El Barrio, 241 1st Avenue (corner of 115th Street) New York, NY 10029
DJ G-Bo The Pro, a native of EL Barrio/ Spanish Harlem, kicked off “Wayback Whensday” way back in 2008 and it is still running strong, giving birth to copy-cat nights all over New York City. G-Bo is a pioneer and legend of the mixtape, and from his vast archives he brings his Wednesday fans heavy doses of CLASSIC Hip Hop, Freestyle, Reggae, Merengue and Salsa.

Learn More: <http://camaradaselbarrio.com>

ABOUT THE AUTHORS:

Mark Naison is Professor of History and African American Studies at Fordham University. He is the author of four books and over 200 articles on African American politics, labor history, popular culture and education policy. Dr. Naison is the Principal Investigator of the Bronx African American History Project, one of the largest community based oral history projects in the nation and has begun work on an book of oral histories from the BAAHP, with Robert Gumbs, entitled *Before the Fires: An Oral History of African American Life in the Bronx from the 1030's to the 1960's*. His articles about Bronx music and Bronx culture have been published in German, Spanish, Catalan, and Portuguese as well as English. He has two books coming out this year, a novel *Pure Bronx*, written with Melissa Castillo Garsow, and a book of writings on education and youth activism, *Badass Teachers Unite*, to be published by Haymarket Press.



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When not doing historical research, Naison likes to play tennis and golf, post commentary on his blog, “With a Brooklyn Accent,” and make periodic forays into the media. During the last five years, he has begun presenting historical "raps" in Bronx schools under the nickname of "Notorious Phd" and has been the subject of stories about his use of hip hop in teaching in the *The Daily News*, Bronx 12 Cablevision, and Fox Business. He also comments regularly on education issues through his blog and on LA Progressive, History News Network and *The Washington Post* “Answer Sheet, and is one of the founders of three education activist sites on Facebook -“Dump Duncan,” “Occupy Teach for America” and the wildly successful “Badass Teachers Association.” However, some know him best for his appearance on the Chappelle Show, where his "performance" has been preserved on that show's Second Year DVD.



Melissa Castillo-Garsow is a Mexican-American writer, journalist, and scholar currently pursuing a PhD in American Studies and African American Studies at Yale University. Her short stories and poetry have been published in various journals including *The Acentos Review*, *La Bloga*, *Hispanic Culture Review*, *Hinchas de Poesia* and *The 2River View*.

Melissa completed her Master's degree in English with a concentration in Creative Writing at Fordham University in 2011 where she was a graduate assistant for the American Studies Program. Prior to that she was awarded a Bachelor of Arts from New York University summa cum laude with a double major in Journalism and Latin American Studies. A former employee of NBC News, El Diario/ La Prensa and Launch Radio Networks, Melissa has had articles and reviews published in a wide variety of forums including *CNN.com*, *Latin Beat Magazine*, *Washington Square News*, *University Wire*, *El Diario/La Prensa*, *Women's Studies*, *Words. Beats. Life: The Global Journal of Hip-Hop Culture*, and *The Bilingual Review*.



Melissa is an active scholar in the fields of English literature, American Studies, African American Studies and Latin American/Latino Studies. At Yale, she focuses on the study of Afro-Latino history and culture in the 20th Century, presenting at numerous conferences across the country. This is her first novel. To learn more visit www.melissacastillogarsow.com

ABOUT THE PUBLISHER

Founded by Hip Hop journalist and writer, Anthony Whyte and Jason Claiborne, a creative director and Entrepreneur, Augustus titles interlace action, crime, and the urban lifestyle depicting the harsh realities of life on the streets. Call it street literature, urban drama, we call it hip-hop literature, this exciting genre features fast-paced action, gritty ghetto realism, and social messages about the high price of the street life style. The continued popularity of urban publishing is attracting readers from all demographics similar to the crossover appeal hip-hop music has had on the landscape of America. The interest level and the pace at which urban literature crosses over to multimedia is increasing as urban literature offers new and exciting content that caters to a growing demographic of Latino population, African Americans, and hip hop music fans. To learn more visit <http://www.augustuspublishing.com>