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**** FOR IMMEDIATE RELEASE****

**YLC's One Book One New Orleans to Read
The World That Made New Orleans by Ned Sublette
Kick-off Event will be September 27**

(New Orleans, LA) – The Young Leadership Council (YLC) will hold its 9th Annual One Book One New Orleans literacy awareness campaign this year from September 27 - October 25, 2012.

As part of the campaign, the YLC invites the entire community to read *The World That Made New Orleans: From Spanish Silver to Congo Square* by Ned Sublette. YLC will donate 700 editions of the book to local adult literacy learning centers and through its events as part of the campaign courtesy of Shell.

“This year, we picked a literary selection that revisits the history of New Orleans in its first century of existence,” said Sara Wilson, volunteer project leader for One Book One New Orleans. “We hope reading it will only deepen the love that our citizens have for this great city.”

The community is encouraged to take part in One Book One New Orleans this year by reading the book and attending several special events that will be held in accordance with the campaign.

One Book One New Orleans will start its 2012 season with a Kick-Off Party on September 27 at 7:00 pm at the Historic Pitot House on Bayou St. John. There will be food, drink and the music of Sunpie and the Sunspots. The event is free and open to the public.

For more information on the events that will occur during the One Book One New Orleans campaign, visit www.onebookoneneworleans.com

More on the book selection...

The World That Made New Orleans tells the remarkable story of New Orleans's first century. According to the book summary, it's a tale of imperial war, religious conflict, the search for treasure, the spread of slavery, the Cuban connection, the cruel aristocracy of sugar, and the very different revolutions that created the United States and Haiti.

"It's a deep honor for me to be associated with New Orleans, a city that you must listen to as well as look at," says Author Ned Sublette. "That my book has been found worthy of reading by New Orleanians is one of the greatest satisfactions I have known in my life as a writer."

The World that Made New Orleans was named one of the Top 10 Books of 2008 by *The Times-Picayune*. It was winner of the 2009 Humanities Book of the Year award from the Louisiana Endowment for the Humanities. And it was awarded the New Orleans Gulf South Booksellers Association Book of the Year Award for 2008.

The Young Leadership Council (YLC) is a non-profit, non-partisan civic organization created to develop leadership through community projects. Through volunteer-created community projects, the YLC recruits and retains young professionals to New Orleans and has a positive impact on the quality of life in the region. The oldest, independent young professionals' organization (YPO) in the country, the YLC has raised more than \$25 million to support community projects in and around the New Orleans area since 1986.

The YLC has more than 1,300 member-volunteers, and is led by a 25-member board of directors and four staff members. Each community initiative is led by one or more volunteer project leaders.

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