



1572 Blue Lupine Lane, Victor MT 59875
Phone: (406) 642-3333, Fax: (406) 642-6373

For Immediate Release
April 26, 2009

Contact: Marty Essen (406) 642-3333
e-mail: Marty@CoolCreaturesHotPlanet.com

Marty Essen wins another book award for *Cool Creatures, Hot Planet*

Montana author, Marty Essen, has won his sixth book award. *Cool Creatures, Hot Planet: Exploring the Seven Continents* took first place in the Animals category at the Green Book Festival in Los Angeles. The winners were announced to coincide with Earth Day.

“When I learned about the Green Book Festival, I figured my book was too old to submit,” said Essen. “Then I realized it was just as relevant now as it was when it came out nearly three years ago. In fact, many of the things I wrote about, which were controversial at the time, have proven to be correct.”

Here’s a list of the book awards Marty Essen has won:

- ◆ Winner: 2009 Green Book Festival Award for Animals
- ◆ Winner: 2007 Benjamin Franklin Award for Travel/Essay
- ◆ Winner: National Indie Excellence 2007 Book Award for Travel/Essay
- ◆ Winner: Best Books 2006 Book Award for Travel/Essay
- ◆ Bronze Metal: 2006 *ForeWord Magazine* Book of the Year Award for Travel/Essay
- ◆ Bronze Metal: 2007 IPPY Award for Travel/Essay

“I didn’t write *Cool Creatures, Hot Planet* with the intention of winning awards,” said Marty Essen. “I wrote it to entertain and enlighten my readers and to defend animals who aren’t considered warm and cuddly. I also thought it was important to show how the U.S invasion of Iraq affected my wife’s and my travels and the people we met all over the world. The awards validate my decision to break the rules of mainstream travelogues and give my readers something totally unique.”

Marty Essen is currently traveling the United States with **Around the World in 90 Minutes**, the multimedia version of *Cool Creatures, Hot Planet*. Now in his second year of performing at colleges, museums, and nature centers, his show has been APCA’s (a major college activities association) #1 booked lecture for six months straight.

“After traveling around the world for my book, I’m now having a blast seeing America,” said Essen. “People from coast-to-coast have been incredibly receptive to my conservation message. Young people, especially, are realizing that we need to do more to protect endangered species and fight global warming. After all, they are the ones who will inherit the world from previous generations. Looking the other way while others plunder our planet’s natural resources for profit is no longer an option!”

People wishing to learn more about Marty Essen’s book and show are encouraged to visit www.CoolCreaturesHotPlanet.com.

Want a photo for this story? Please go to www.CoolCreaturesHotPlanet.com and click the Media Kit tab. There you can download a variety of print-quality photos.