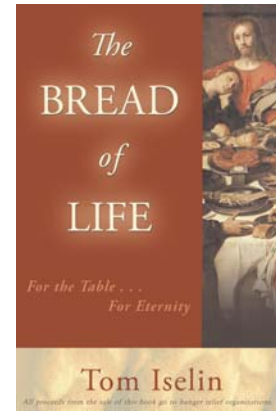


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The Bread of Life *For the Table . . . For Eternity* by Tom Iselin

Author signs books, donates proceeds to hunger

Sun Valley, Idaho – June 1, 2004. Three years ago, Tom Iselin took a fishing trip to Alaska. On the morning of his 40th birthday, searching for a hidden trout lake, he crashed a dirt bike over a steep embankment. The broken ribs, torn diaphragm, and bruised lung almost cost him his life. It was a wake-up call most people never want to answer. But the phone kept ringing. When Tom answered, his purpose in life changed.

He reversed his priorities and decided to redirect his energy, passion, and all his business and writing skills to helping feed hungry children. The result has been the creation of Aspen Research Group (www.aspenrg.org), a business that gives 25 percent of its revenues to hunger relief organizations, The Blaine County Hunger Coalition, a hunger coalition in Tom's community, and *The Bread of Life*, Tom's second book, from which **ALL** proceeds go to hunger relief organizations.

With inspiring lighthearted messages, *The Bread of Life* (Pelican Lake Press, \$25.00, 296 pages) takes readers on a metaphorical journey through the breadmaking process and the joys of living a Christian lifestyle.

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The book dispels misconceptions about breadmaking and Christian living. Readers discover kneading dough doesn't require hours of tedious work, Popeye forearms, or a baking diploma, and a satisfying relationship with God doesn't require joining the choir, giving away all your money, or becoming a missionary in a remote village in Africa. "People love to eat bread, but they believe making bread is time-consuming and complicated," says Tom who started baking in fourth grade. "Not so. Anyone can bake delicious bread on their first try. The truth is making homemade bread takes less 'hands on' time than making most homemade cakes and cookies. People of all ages have been baking bread for 60 centuries using just flour, water, yeast, and salt. The whole process is quite simple."

Wannabe bakers learn why precisely measuring ingredients might be precisely why their bread falls short of fame, how to knead dough quickly and easily, and how to make dozens of flavor variations from one simple recipe. Tom provides tidbits of food science to unravel the mysteries of baking, and his novel approach to measuring flour and testing for doneness practically guarantee consistent, great-tasting bread.

Tom believes once people understand a few basic breadmaking principles, apply a handful of baking skills, and begin to trust their senses, the "Ah, I get it factor" becomes a regular occurrence. "Then people realize how silly it was to think breadmaking is difficult."

The Bread of Life takes a parallel approach to discussing Christian living. "Most people have misconceptions about Christianity and what it means to live a Christian lifestyle," says Tom, who's been a lifelong church goer. "They think Christianity is about rules, oppression, shame, and guilt. Wrong. All wrong. The Christian lifestyle is freeing, exciting, and based on relationship – a friendship – with God. It's about love, grace, forgiveness, and justice. God doesn't expect us to be perfect, just better."

Readers discover how to keep God front and center in their lives, why it's important to remain faithful when misfortunes strike, and how to experience lasting joy verses fleeting happiness. The book highlights the importance of measuring success and quality of life by God's standards, not society's. There are also tips and aspiring affirmations on how to trust God more and worry less, and how to use your God-given gifts and skills to help others.

"Unfortunately, some people are frightened of Christianity because they've had a bad experience with a church, denomination, or their parents dragged them to church, forcing them to sit on rock-hard pews, recite stoic prayers, and listen to bald-headed priests who mumbled in Latin." Tom invites readers to let go of past experiences and take a fresh approach to learning the truths behind Christianity and what it means to live a Christian lifestyle in today's world.

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The Bread of Life is receiving praise for its self-deprecating humor and unusual honesty. Fascinating insights, unexpected wit, and friendly conversational style keep readers turning pages as they learn how to make memorable bread or ponder their purpose in life. Each chapter is divided into two sections: one focusing on breadmaking, the other on Christianity. Sections are “kneaded” together with personal stories, historical anecdotes, and useful information. Chapters end with devotional questions inciting readers to reflect on what they’ve read.

The book offers seven easy-to-prepare recipes including French bread, honey whole-wheat bread, and a glazed dinner roll recipe from Tom’s grandmother, who was a famous chef in Wisconsin. Recipe instructions are clear and detailed and reinforce the skills readers learned throughout the book.

The Bread of Life ends with section called “Bread Basket.” Here, readers find a hodgepodge of topics such as bread nutrition, bread tradition, high altitude baking, common baking errors, and symbolic uses of bread in the Old and New Testament. “For fun, I threw in a rant called ‘bread terrorism,’ for those carbo-phobes who believe bread is fattening,” rails Tom, who enjoys poking doughnut-sized holes in the anti-carb craze, a trend whose merits he feels has been blown out of proportion. “Folks need to understand the facts. A humble slice of 80-calorie whole-wheat toast is one of the most nutritious and healthful food choices you can make – and it won’t turn your gut and butt into whale blubber . . . unless, of course, you eat two loaves worth!”

Tom holds a bachelors degree in journalism from the University of Wisconsin – Madison, specializing in business, food science, and nutrition. He writes magazine articles and has published a book on health and nutrition. You will no longer find Tom riding dirt bikes, but you will find him mountain biking, trail running, or trout fishing in the backwoods of Sun Valley. You will also find him walking around town sharing fresh-baked bread and cookies with friends, or working to help feed hunger children and needy families.

On Thursday, July 5th, between 5pm and 7pm, Tom will be signing copies of *The Bread of Life* at ????? Books, located at ??? North Main Street, in ???. He will be demonstrating breadmaking techniques, sharing glazed dinner rolls, and answering questions about high altitude baking. **ALL** proceeds from the sale of Tom’s book go to hunger relief organizations.

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