

# ORANGE ALERT

FOR IMMEDIATE RELEASE:

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## “ORANGE ALERT”, A POIGNANT NEW BOOK, HELPS CANADIANS REMEMBER AND REFLECT THREE YEARS AFTER 9/11

Ottawa, ON (September 6, 2004) – Orange Alert is an emotionally stirring new book written as a tribute to the 26 Canadians who lost their lives on September 11th, 2001. The book recounts the uniquely Canadian aspects of this world-scale story, through interviews, reflections and poems.

Political and business leaders, firefighters and emergency service workers, children and parents, ministers and philosophers, famous and not famous all contributed to this book, a collective journey that began on September 11th, 2001.

“We were touched by heart-wrenching poems and reflections from elementary school children,” author Debra Brown recounts.

“Readers will share their recollections of that day alongside John Manley, Rita MacNeil, Peter Dey and other Canadian leaders; and reflect on their own experiences as they hear firsthand accounts of Ground Zero from journalists and disaster relief workers.”

Beginning with disbelief and overwhelming grief, moving through acts of sacrifice, courage and hospitality, the journey of healing and hope is ongoing. Through all the sadness, fear and darkness, above all, these stories are about how good prevailed on September 11th, and how good can prevail if the right choices are made today,

The book is available from Trafford Publishing for \$19.95C and can be found at [www.orangealert.ca](http://www.orangealert.ca) and participating booksellers throughout North America. A portion of the proceeds will go to the Salvation Army. In the months following September 11<sup>th</sup>, the Salvation Army served over 3 ½ million meals and logged over 1 million volunteer hours at and around ground zero. To request an interview with the authors, you can call 613-299-1510 or by email at [dbrown@browngovernance.com](mailto:dbrown@browngovernance.com).

Orange Alert was authored by Debra and David Brown who have also written several nationally and internationally published works on a wide range of subjects. They are perhaps best known for their series of Practical Guides and leading edge full length business reports on corporate governance, multi-stakeholder alliances and public policy published by The Conference Board of Canada. They consult to major private sector corporations and public/not-for-profit organizations in Canada and the U.S. in the field of governance and leadership, where they work at the most senior levels. Both of “the Browns” have a heart for lifelong learning and writing, and choose to make their home in Ottawa, Canada. They are married with two children and one grandchild.

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