



# Public Service Announcement

July, 7, 2005  
For immediate release

## Guiding students to a path to excellence

CALGARY LAUNCH: Lethbridge publisher, Blue Grama Publications Corp. launches Allan Wilson's 2005 publication, *Standards of Excellence: for students of life*. Mr. Wilson, teacher and writer, draws on his personal and working experiences to present straightforward advice in a collection of lessons, disciplines and foundations.

Dr. Pamela Hinds at St. Jude Children's Research Hospital reviews, "My belief is that we will each find a sense of worth, a definition of excellence, and a best place in the universe that is unique to each of us." Dr. Bernie Siegel, author of *365 Prescriptions for the Soul* reviews: "This is a book that speaks from the heart." Peter Han-koff, writer and producer, says "I loved this book."

BOOK LAUNCH: The author and publisher invite the general public to a book launch at the Auburn Saloon (115 9th Avenue East) in Calgary on Tuesday evening, July 19, 2005 at 7 p.m.

For more information on the launch or the publication, please call 320-5815.

Publication information and event details can be found on the publisher's website.

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