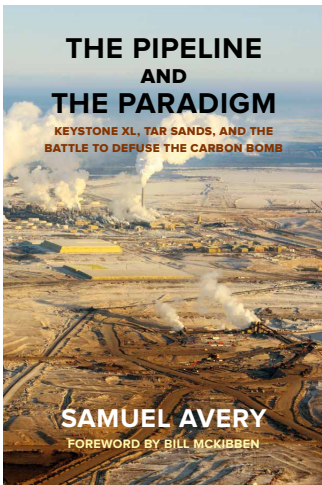


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## New Book *The Pipeline and the Paradigm* Explores the Environmental Issue of Our Time

*Samuel Avery takes on the Keystone XL pipeline and the movement to stop it*

WASHINGTON, DC (DECEMBER 2012)— The Earth will never be the same. There may be enough carbon trapped in the Canadian tar sands to plunge the Earth into irreversible climate change, and it is the Keystone XL pipeline that will set that carbon free. Is this 2,100-mile steel pipeline a vital piece of our nation's energy future or the conduit for global climate disaster?

In his new book *The Pipeline and the Paradigm*, author Samuel Avery investigates the economic, ecological, political, and psychological issues behind the Keystone XL—a project so controversial it has inspired the largest expression of civil disobedience since the Civil Rights movement of the 1960s. In this thoroughly researched, wholly engaging book, Avery takes readers from enormous tar sands mines in Alberta to a tree-top blockade in Texas to meet the people and explore the competing interests that power the environmental issue of our time.

Bill McKibben, founder of 350.org and the leading force behind the growing movement to stop the pipeline, wrote the foreword. He says, "Sam Avery [has] gone deeper into the story of the pipeline than almost any other journalist. This volume tells a deep story about the resistance to the pipeline, one of the epic battles of recent environmental history."

*Publishers Weekly* said, "Environmental activist Avery travels the route of TransCanada's controversial Keystone XL pipeline, engaging in frank and respectful dialogue with proponents and opponents. His finely researched book blazes with hope."

Avery illuminates various issues surrounding the pipeline, including the "carbon bomb" of global warming that is trapped in the tar sands, TransCanada's heavy-handed use of eminent domain to seize property in America's heartland, and the environmental damage being endured by indigenous communities in Alberta. Although he clearly presents both sides of the issues, Avery is not a disinterested observer; he has been, in fact, arrested twice at anti-Keystone actions in Washington, DC, and Texas (episodes that frame the book's narrative).

*The Pipeline and the Paradigm* will be released in print and ebook versions April 23, 2013.

*About the Author:* Samuel Avery is a certified solar installer, longtime social activist, trainer in nonviolent resistance techniques, and author. He has written four other books, including *The Globalist Papers* (Compari, 2004) and *Buddha and the Quantum* (Sentient Publications, 2011). He lives on a small homestead outside Louisville, Kentucky, with his wife, Bonnie.

*About Ruka Press:* Ruka Press, an independent publisher of nonfiction trade books based in Washington, DC, was founded in early 2010. Ruka Press publishes books with a strong environmental component for a general audience. The company's previous releases include *Among the Ancients: Adventures in the Eastern Old-Growth Forests* by Joan Maloof and *Cerulean Blues: A Personal Search for a Vanishing Songbird* by Katie Fallon, which was a finalist for the Southern Environmental Law Center's book award. To learn more, visit [www.rukapress.com](http://www.rukapress.com) and follow the company on Twitter: @rukapress.