JULY 2007

FROM THE 2006 WINNER OF THE ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES AWARD



Read by William Dufris, Christine Marshall, and James Herrera Category: Humor Running Time: 9 hrs - Unabridged Hardover: May 2007 (125,000 Scribner) Available: 07/30/2007 Retail 9781400104642 8 Audio CD \$34.99 Library 9781400134649 8 Audio CD \$69.99 MP3 9781400154647 1 MP3-CD \$24.99



Journalist Gustavo Arellano is the creator and writer of the popular ¡Ask a Mexican! column—winner of the 2006 Association of Alternative Newsweeklies Award for Best Column in a Large-Circulation Weekly—for the OC

Weekly in Orange County, California. He is also a contributing editor to the Los Angeles Times and has appeared on Today, Nightline, NPRs On the Media, and The Colbert Report.



FOR MORE INFORMATION

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GUSTAVO ARELLANO

An irreverent, hilarious, and informative look at Mexican-American culture from a rising star in the alternative media, as well as a new favorite among such mainstream venues as NPR, the Los Angeles Times, Today, and The Colbert Report.

Why do Mexicans call white people "gringos"? What is it about Mexicans and dwarves? Which brand of tequila is the best? What part of" illegal" don't Mexicans understand?

At 37 million strong (or 13 percent of the U.S. population), Latinos have become America's largest minority-and people of Mexican heritage make up some two-thirds of their number. As the debate over illegal immigration heats up in Congress and on the airwaves, and as salsa becomes America's top-selling condiment, Gustavo Arellano fearlessly confronts the bogeymen of racism, xenophobia, and ignorance, hilariously and knowledgeably answering questions put to him by readers of his popular ¡Ask a Mexican! column in California's OC Weekly-and in the process doing for Mexicans what Dave Chappelle did for African Americans and Jeff Foxworthy did for rednecks: defending and celebrating a long-neglected community while explaining its foibles to the American mainstream.

¡Ask a Mexican! challenges the clichés of sombreros, busboys, and housekeepers, revealing a gloriously complex and contradictory people in all their exasperating complexity: drunks and scoundrels, heroes and celebrities, and most important, millions upon millions of law-abiding, patriotic Americans who represent some \$600 billion in economic power.

KEY POINTS/MARKETING

- National television, radio, and print publicity
- Five-city author tour: Los Angeles, Miami, New York, Portland, and Seattle
- Print advertising in the Village Voice and syndicates
- 125,000 copies of the hardcover were printed

PRAISE FOR ¡ASK A MEXICAN!

"[Gustavo's] approach is a welcome reprieve from common tiptoeing around the fraught subjects of race relations and immigration." —*Publishers Weekly*