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Generation WE Wins Prestigious 2009 Montaigne Medal

*Book analyzing the emerging Millennial Generation wins coveted award
for its illuminating political and social analysis.*

NEW YORK (April 20, 2009) – The Eric Hoffer Book Award committee has announced Eric Greenberg’s book ***Generation WE: How Millennial Youth Are Taking Over America and Changing Our World Forever*** as a 2009 winner of the prestigious Montaigne Medal.

Each year, the Montaigne Medal is given to the most thought-provoking titles – books that illuminate progress or redirect thought. The Montaigne Medal is given in honor of the great French philosopher Michel de Montaigne, who influenced people such as Shakespeare, Descartes, Nietzsche, Rousseau, Emerson, and Eric Hoffer.

Greenberg’s critically acclaimed book provides the deepest political and social analysis ever performed on the Millennial Generation.

“It is an amazing honor to win the Montaigne Medal,” Greenberg said. “We put a lot of work into this book to thoroughly analyze the political and social workings of the Millennial Generation. I hope that our analysis, study and writing about the next most important generation of Americans provided readers a window of insight into their lives.”

Co-authored by *New York Times* best-selling author **Karl Weber**, ***Generation WE*** is a 256-page full-color work that includes cutting-edge info graphics and stunning photography designed by award-winning graphic artists. It’s based on significant proprietary Greenberg sponsored research on the Millennial generation and conducted by the respected firm of Gerstein | Agne, including a 2000-person written survey and 12 focus groups.

But it’s the open-source publishing model that makes ***Generation WE*** a landmark for the information industry. The proprietary data behind the book was released on August 25, 2008. The book itself was released via free Internet downloads on September 15, 2008, with actual hard copies available in bookstores nationwide a month later. It’s a unique approach that sacrifices profit to make the ideas as accessible as quickly and broadly as possible.

“***Generation WE***,” Greenberg says, “was written as a gift to the Millennials in hopes it will help them create a better world. Now it’s being widely disseminated with the speed and transparency that only our unique open-source business model can provide.”

Greenberg’s research reveals the unique qualities of the Millennials. The most diverse and best educated generation in history, they are hopeful, civic-minded, open-minded, and ready to take

collective action to solve national and world problems. Committed to the greater good, they abhor economic and political structures that benefit the few at the expense of the many.

Members of Generation We are also more mature in their attitudes than earlier generations, and because of their belief in technology and innovation, they are impatient when it comes to demanding change. Given the right leadership, they are ready to step forward and become America's new "greatest generation," prepared to tackle the problems of war, environmental degradation, energy dependence, and dysfunctional health and education systems that threaten the American Dream.

Generation WE and its message received remarkable acclaim, with endorsements from notables including **Muhammad Yunus**, Founder of Grameen Bank and Co-Winner of the 2006 Nobel Peace Prize; U.S. Senators **Harry Reid**, **Tom Daschle**, **Charles Robb**, and **Ron Wyden**; **Arianna Huffington**, Founder of the Huffington Post, **Van Jones**, Author and activist, **Larry Brilliant**, Executive Director of Google.org; **Norman Lear**, legendary TV producer and social activist; **Dick Morris**, political commentator, and **Dean Ornish**, health expert and best-selling author.

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Generation WE: How Millennial Youth Are Taking Over America and Changing Our World Forever

Pachatusan; \$19.95; ISBN 978-0-9820931-0-8. Available in bookstores nationwide. Available on Amazon.com and Barnes & Noble.com.