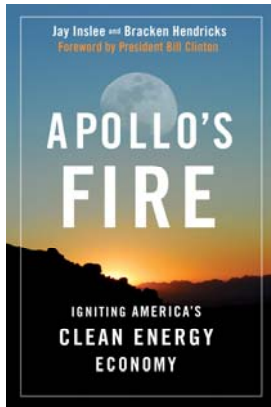




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Island Press Announces “Apollo’s Fire,” A New Book by U.S. Rep. Jay Inslee and Bracken Hendricks Calling for a Clean Energy Economic Revolution

In the book’s foreword, President Bill Clinton says Inslee and Hendricks’ vision is “true to America’s competitive spirit, but it is capitalism with a conscience.”

Washington, DC - October 19, 2007 - America’s energy and environmental problems will not be solved simply through a light bulb push at Wal-Mart or Live Earth concerts, it will take a dramatic and fundamental economic shift, according to the authors of **Apollo’s Fire**. The new book, written by Congressman Jay Inslee (D-WA) and Center for American Progress Senior Fellow Bracken Hendricks, includes a foreword by President Bill Clinton echoing the authors’ belief that such a shift offers tremendous economic growth potential for America.

In the book, Inslee and Hendricks write: “We face challenges every bit as daunting as we did in the days of Apollo, including security concerns. This time the threat is from Middle Eastern oil, instead of Russian ICBM’s. This time we are in an economic race for the jobs of the next century... Our forthcoming clean energy revolution, like the original Apollo Project, will not be easy.”

Apollo’s Fire says that a clean energy transformation will yield rich rewards, but that America needs a new vision, one that is rooted in innovation and an entrepreneurial spirit. To demonstrate their point, the authors spoke with entrepreneurs and activists who are already creating the technologies, building companies and organizing the grassroots movements to launch an economic revolution, including:

- Felix Kramer, who built an innovative plug-in electronic car that can run only on electricity using “open source” ideas generated from contributors across the Internet.
- Paul Anderson, the Chairman of the Board of Duke Energy, who wants to “change the world” by finding ways to make dirty coal into clean energy.
- And, Carlton Brown who is rebuilding communities with green affordable housing and new green town centers from Harlem to Gulf Coast Mississippi.

Inslee and Hendricks make the point that a clean energy revolution is not simply needed to address our growing environmental problems and achieve energy independence, rather it holds the potential to create a new era of economic expansion, good jobs, and strong communities.

The authors write, “Done right, solving our crisis of climate change and oil dependence can create tremendous opportunity for America and the world, not only by avoiding the severe economic harm of climate disruption, but also by driving new investments into local and metropolitan economies, increasing social justice and reducing economic disparity...”

President Bill Clinton’s foreword to **Apollo’s Fire**, picks up on this theme: “...while Inslee and Hendricks discuss the grim reality of what can—and will—happen to our planet if we choose to ignore the problem of climate change, **Apollo’s Fire** is anything but a doomsday account...Though the climate crisis is daunting, it affords Americans yet another tremendous opportunity to show the rest of the world what we are made of.”

Praised by leaders as diverse as former Chrysler Chairman Lee Iacocca and Robert Redford, the book speaks to our hunger for a positive vision. Iacocca put it succinctly, “I recognize a technological vision when I see one, so it’s great to read an inspiring vision instead of a bunch of doom and gloom.” While Redford pens, “Set in a frame of optimism and urgency, this book thinks big and shows that innovation, curiosity and imagination are already driving the beginnings of an Apollo-like leap...”

The authors also discuss the opportunity to unite our nation in a singular effort to rekindle our sense of common cause. Just as the moon landing inspired an entire nation and restored America’s belief that it can conquer all challenges, a clean energy revolution can bring diverse groups of people and communities together in the belief that American’s can conquer our greatest problem.

Jay Inslee, who was first elected as a member of Congress from Washington State in 1992, is deeply aware of the political and policy challenges and opportunities. He serves on the Energy Subcommittee of the House Energy and Commerce Committee and on the Select Committee on Energy Independence and Global Warming.

Bracken Hendricks is a senior fellow at one of the nation’s leading think tanks, the Center for American Progress. Hendricks is a founder and former Executive Director of the Apollo Alliance, a coalition of environmental, business and labor organizations dedicated to building a new energy future for America.

Island Press was established in 1984 to stimulate, shape, and communicate the ideas that are essential for solving environmental problems. Publishing approximately 40 books and other information tools a year, we use a multidisciplinary, peer-reviewed approach that brings practical solutions to complex challenges like climate change, the depletion of our oceans, sustainable energy and agriculture, and species extinction. A nonprofit 501(c)3 organization, Island Press publishes for scientists, policy makers, environmental practitioners, students, journalists, and the general public. Island Press - Solutions that inspire change.

Apollo’s Fire

by Jay Inslee and Bracken Hendricks

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