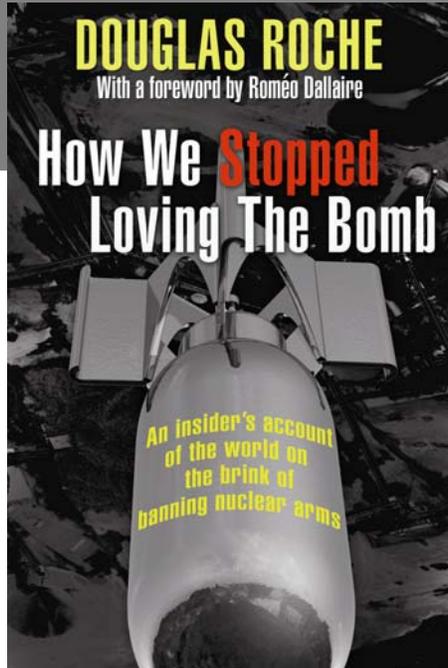


FOR IMMEDIATE RELEASE

1-800-565-1975 • promotion@lorimer.ca



An inside view of the new world effort to ban nuclear arms

Canadian ex-parliamentarian Doug Roche has spent most of his life working the world diplomatic circles pushing for a ban on nuclear weapons.

He sees new energy in the work of many governments and citizen organizations to achieve this objective. Much of the impetus is coming from US President Barack Obama's vision of a world free of nuclear weapons.

In his new book, Roche writes about these efforts from inside the meeting rooms and conference halls.

Using a 2010 UN conference in New York City as his jumping-off point, Roche takes us behind the scenes to describe the many diplomats, members of NGOs, and individuals who have come together once again to push for peace.

Writes Canadian Senator Roméo Dallaire in his foreword to the book: "There is growing momentum behind the global campaign to ban nuclear weapons. We need to seize this historic opportunity and do everything in our power to ensure that the world is safer for future generations."

DOUGLAS ROCHE, O.C. was Canada's UN Ambassador for Disarmament from 1984 to 1989. He was Edmonton-area MP in the Conservative government of Brian Mulroney and appointed to the Senate by Liberal Prime Minister Jean Chrétien. He is the author of numerous books on peace and disarmament.

Roche has received many honours for his work for peace and nonviolence, including the Mahatma Gandhi Foundation World Peace Award and the United Nations Medal of Honour. In 2010, the City of Hiroshima named him an Honorary Citizen for his nuclear disarmament work. **Senator Roche has been nominated for the 2011 Nobel Peace Prize by the International Peace Bureau.**

How We Stopped Loving the Bomb

An insider's account of the world on the brink of nuclear disarmament

by Douglas Roche, foreword by Roméo Dallaire

6"x9", paperback, 168 pages

March 2011 publication

Paper: \$22.95

Ebook: \$16.95

To receive a review copy of this book, or to arrange an interview with the author, please contact Kathy Chapman at promotion@lorimer.ca or call 1-800-565-1975.

MAKING BOOKS YOU'LL LOVE TO READ!

LORIMER

James Lorimer & Company Limited

www.lorimer.ca