

PRESS RELEASE

For Immediate Release

For more information: Barbara Santos: 925-560-1403

Elizabeth Pomada: 415-673-0939



**The 2010 San Francisco Writing for Change Conference:  
Changing the World One Book at a Time**

*San Francisco—July 15, 2010*—The Third San Francisco Writing for Change Conference has a powerful message for writers: Your books can change the world and we can show you how! This November 13 & 14, 2010 at the Hilton (Financial District), Writing for Change will feature two inspiring keynote addresses and over 30 breakout sessions on writing, publishing, technology and marketing. Attendees will have access to agents and editors who can transform a writer’s dream into reality. ([www.SFWritingforChange.org](http://www.SFWritingforChange.org))

**John Robbins**—bestselling author of the groundbreaking books *Diet For A New America* and *The New Good Life*—and **Dan Millman**, internationally noted author of the “*Way of the Peaceful Warrior*” books, will give keynote speeches to inspire and inform. Other presenters include: **Mitch Horowitz**, editor-in-chief at Tarcher/Penguin publisher and author of *Occult America*; **Jill Schwartzman**, Random House editor; **Jeanette Perez**, editor at HarperOne; **Katie Hughes**, executive editor at DeCapo Press; **Cami Walker**, author of *29 Gifts* (who met her agent and editor at the 2008 Writing for Change conference and whose her book became a *N.Y. Times* bestseller); **Jean Shinoda Bolen**, internationally known author of *Message from Mother: Gather the Women, Save the World* ; **Rosemary Daniell**, founder of the *Secrets of the Zona Rosa* movement; **Zoe Carter**, author of *Imperfect Endings*; **Chuck Sambuchino** of *Writer’s Digest*; documentary film-maker **Vanessa Workman**; **James Workman**, author of *Heart of Dryness*; **Mark Coker**, SMASHWORDS; speaker **Craig Harrison**, social media experts **Britt Bravo** and **Kevin Smokler**; agents **Verna Drieisbach**, **Sorche Fairbank**, **Michael Larsen**, **Elizabeth Pomada**, **Rita Rosenkranz**, **Andy Ross**, **Ted Weinstein** and many others.

“The San Francisco Writing for Change conference is the only one of its kind—a writer’s conference that specializes in bringing together activists from many areas to learn, share, and network so they can change the world,” said conference co-founder agent Michael Larsen. “On so many levels this one weekend can ignite a change in the very people who can influence the world to change around them.”

Authors who write about change in realms as diverse as the environment, spirituality, politics, health, technology, personal growth, business and the economy are encouraged to attend. Information and online registration are available at [www.SFWritingforChange.org](http://www.SFWritingforChange.org) or call 415-673-0939 or 925-560-1403. The Hilton Financial District is offering an attendee room rate of \$119 (based on availability). Attendance is limited to 150 people.

San Francisco Writing for Change is a project of the non-profit San Francisco Writers Conference, a 501(c)(3) non-profit located at 1029 Jones St., San Francisco, CA 94109.

###

**CALENDAR LISTING** (20 Words):

The 3<sup>rd</sup> San Francisco Writing for Change Conference--November 13 & 14, 2010 at the Hilton Financial. Event details: [www.SFWritingforChange.org](http://www.SFWritingforChange.org)