

FOR IMMEDIATE RELEASE

Is it Hot in Here?

New book cools off global warming controversy

Newbury Park, CA, Aug. 22, 2006 -- When hurricane Katrina ravaged the Gulf Coast and Wilma became the strongest Atlantic hurricane ever recorded, other strange events were taking place around our planet. For the first time ever, a tiny hummingbird beat its wings by nectar-rich flora on a remote Aleutian Chain island; islanders in the South Pacific fled to higher ground to avoid rising sea levels; seals native to California were seen in the far reaches of the northern Pacific; wildfires increased their ferocity; and cases of skin cancer escalated among Inuits. Sounds like global warming, right? Well, maybe yes, maybe no. It depends on whom you ask, yet one man has embarked on a quest to set the record straight.

Author, marine forecaster, and host of GreenhouseTruth.com, Nathan Cool has set out to extract the facts from global warming hyperbole in his new book, *Is it Hot in Here? : The simple truth about global warming*. Called "...a fair and balanced argument for the climate of our world" by KCBS Meteorologist Josh Rubenstein, and "...the most thoughtful, comprehensive, well-written and accessible study of global warming..." by the Editor-in-Chief at Shift Magazine, Cool's new book is getting kudos for keeping it real, keeping it balanced, and separating fact from falsehoods.

Cool's new book acknowledges human-induced global warming but emphasizes things are not always as they seem. While many books on this heated subject have an alarmist or political slant, Cool's latest work remains impartial. While not belittling the seriousness of global warming, *Is it Hot in Here?* spells out the specifics from both sides of the debate while describing in an upbeat prose the science behind the scenes. With a lean towards levity, Cool's latest book, filled with climate change factoids and teeming with intriguing trivia, contains chapter titles including "Selling Sunscreen to Eskimos," "When Termites Fart," "El Niño and His Evil Sister," "Surfing the Tundra," and "Waste Not, Warm Not" among others. Yet *Is it Hot in Here?* stays serious enough to drive home the importance of global warming, backed up by an extensive bibliography of nearly 280 reference sources.

Void of apocalyptic ballyhoo, political ramblings and headline hype, Cool's latest work is a breath of fresh air, setting it apart from recent stump thumping, sky-is-falling compendiums on climate change.

Is it Hot in Here? is available through most online retailers including Amazon.com and BarnesAndNoble.com. More information on *Is it Hot in Here?* and Nathan Cool can be found at the author's website: www.NathanCool.com or at the author's climate change web portal, www.GreenhouseTruth.com.

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Media Kit available at <http://www.greenhousetruth.com/media>

About the Author:

Nathan Cool is the Chief Forecaster for WetSand Inc., founder of the forecasting service WaveCast, an associate member of the American Meteorological Society, a professional member of the American Association for the Advancement of Science, a member of the National Weather Association, and host of the climate change portal GreenhouseTruth.com. Nathan is recognized as the author of the world's first comprehensive book on surf forecasting, *The WetSand WaveCast Guide to Surf Forecasting* and has authored other books including *The Four Keys to Successful Design*, *Cherished Memories*, and *Rhythm of the Ocean*. Additional information on Nathan Cool can be found at his web site: www.NathanCool.com

About the Book:

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