

FOR BOOK WORLD RELEASE
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STARTLING NEW DARWIN BOOK SERIES

It's a big year for Charles Darwin. A smash hit Darwin exhibit is touring museums. Construction of a fullsize replica and plans to sail the path of the famous voyage of the Beagle around the world are underway. Now a startling new cycle of books about Darwin's long ignored "love thy neighbor" theory of evolution is being published.

The reason for an accelerating global focus on Darwin and evolution theory is the 200th Anniversary of his birth and the 150th Anniversary of the publication of *Origin of Species*.

The new six book Darwin Anniversary Book Cycle is being published by the Benjamin Franklin Press. The first two books are now entering the global book stream through Amazon, Barnes & Noble, Powells, Abe Books, and other online book sellers, with availability in book stores through the largest U.S. distributor, Ingrams.

Bankrolling Evolution

First of the six, *Bankrolling Evolution: Money, Politics, and Science*, links the concerns of European and Asian as well as American scientists directly to the current political situation in America. The book shows how the disasters of the conservative political shift and Bushist policies in America were driven by old model "survival of the fittest" and "selfish gene" Darwinism. Using the new approach of evolutionary systems science, *Bankrolling Evolution* brings to life the significance of a startling reconstruction of Darwin's long-ignored morally- and action-oriented completion for his theory of evolution. It further shows how we can use "new model" Darwinian theory to help meet the immense environmental and political challenges we face globally.

Measuring Evolution

Second in the new Darwin Cycle, *Measuring Evolution: A Guide to the Health and Wealth of Nations*, is a report of the development of a new measure of local, national, and global health and wellbeing based on the new reconstruction of Darwin's theory and the findings of scores of modern scientific fields that corroborate it. Designed to provide a guide to more effective action for bettering our situation worldwide, the Global Sounding monitors a "new Darwinian" full range for evolution—from cosmic, chemical, and biological, to cultural, moral, and spiritual evolution.

Darwin's Lost Theory

Third and core book for the Cycle, *Darwin's Lost Theory*, uncovers the revolutionary, yet strangely ignored, “second half” for Darwin’s theory of evolution. It tells of how Darwin’s observations of the primacy of mutual aid, education, love, and moral sensitivity for human evolution were “buried in plain sight” during 100 years of our fixation on “survival of the fittest” —even though Darwin specifically insisted “other agencies” are more important at our level of evolution. It shows how recognition of this “lost” Darwinian theory could have changed the 20th century for the better, and can help do the same for the 21st century.

Darwin on Love

Fourth for the Cycle is *Darwin on Love*. Long scattered throughout Darwin’s writings are ninety five stories of the love and sex life of an intriguing range of animals. Through the charm and delight of Darwin’s own love story—and the insights and humor of these ninety five stories of love and sex for the first time brought together here—this book provides an engaging introduction to the story and theory of Darwin for readers of all ages.

The Derailing of Evolution

Fifth for the Cycle is *The Derailing of Evolution*. Detailing the dramatic, century-long battle of progressive scientists against the distortion of Darwin’s theory, this book reveals the power of how our minds can be seized by an over-riding paradigm that—with the best intentions of even the brightest of minds—can blindly drive us toward destruction. It underlines the importance of a new Darwinian model combining both parts of Darwin’s original vision of what drives us ahead, checks us in place, or drives us backward in evolution.

Telling the New Story

Sixth for the Cycle, *Telling the New Story*, is the first of a series on a new updating and expansion for the science and story of evolution by innovative educators. From grade school through graduate studies—with crucial attention to the media—the series will provide teacher’s guides and curricula designed to accelerate a shift in education from fixation on old model Darwinism to a new model science and story of “a place for every one of us in evolution.”

The Backstage Story

Behind this Darwin Anniversary Book Cycle lies the amazing story of how it came to be written and only published now after nearly twenty years.

All six books are the result of nearly two decades of research and writing by a single author: psychologist, evolutionary systems scientist, and author of the award-winning *The Healing of a Nation*, David Loye.

During the Cold War days, with the threat of nuclear annihilation hanging over the world, Loye was one of a handful of scientists from both sides of the Iron Curtain who met secretly in Budapest to see if they might jointly develop an alternative to the “old Darwinian” theory and mindset of “survival of the fittest” and “selfish genes” then driving the U.S. and Russia toward mutual destruction.

Out of this historic venture came the formation of two groups of leading American, European, and Asian scientists and educators to pursue this goal. Out of their research came Loye’s discovery of Darwin’s long ignored “higher” theory. Out of this potential scientific bombshell came the uphill battle against the old Darwinian paradigm for science, politics, economics, and the conservative take-over for late 20th century American publishing the new Darwin series reports.

For the six new Darwin Anniversary Cycle books, the Benjamin Franklin Press provides a “look inside” at covers, contents, author bio, and key chapters on its website: www.benjaminfranklinpress.com.

The new publisher is also launching a Darwin Anniversary Report (www.darwinanniversary.com) to provide a regular news update for all Darwin Anniversary celebrations and related events in England and elsewhere in Europe and Asia as well as North and South America.

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