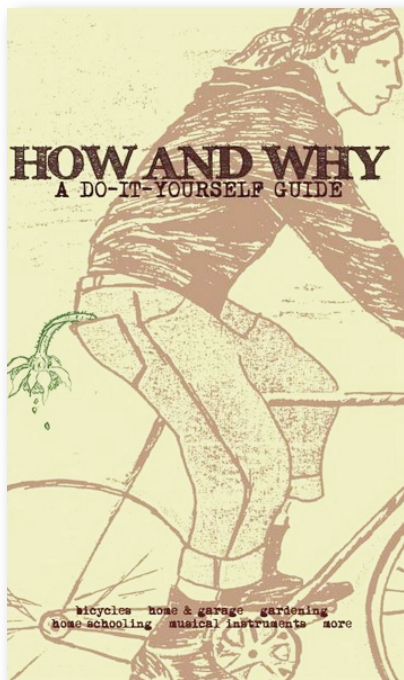


Microcosm Publishing
636 SE 11th
Portland, Oregon, 97214
www.microcosmpublishing.com

How and Why: A Do-It-Yourself Guide

by Matte Resist



SUBJECT CATEGORY: How-to, DIY, gardening, parenting, bicycles, music

RELEASE: 2/15/11

PRICE: Retail: \$14 | Direct: \$11 | Wholesale: \$8.40

ISBN: 978-1-934620-04-5

FORMAT: 288 pages, half size, 12oz

MARKETING NOTES:

Advertised regularly in *Maximum Rock N Roll*, *Give Me Back*, *Zine World*, Google Adsense, and *Razorcake*. 20,000 postcards distributed to stores and individuals featuring book.

COMPARATIVE TITLES:

Toolbox for Sustainable City Living, Scott Kellogg, Stacy Pettigrew, Juan Martinez, 244 pages, South End Press, June, 15, 2008, ISBN-13: 978-0896087804, \$16

The Urban Homestead: Your Guide to Self-Sufficient Living in the Heart of the City, Kelly Coyne, Erik Knutzen, 360 pages, Process, ISBN-13: 978-1934170106, June 1, 2010,

ABOUT HOW AND WHY: "I dream of a better world," writes zinester and *How and Why* author Matte Resist in the intro to his new book. He continues, "To me DIY culture is about grabbing a little piece of that dream." What follows over the course of the next 281 pages is Matte doing what all dreamers must do—waking up from his dream, opening his eyes, and confronting what roadblocks and hurdles lie between him and his goal. Matte does this by laying down chapter upon chapter of blueprints for a better world. A sequel to our do-it-yourself handbook *Making Stuff and Doing Things*, *How and Why* gives us detailed, engaging, easy-to-use info on bicycles, home and garage, gardening, educating children, musical instruments, and more. If you dream of taking back your life and building a better world, *How and Why* might be your new best friend.

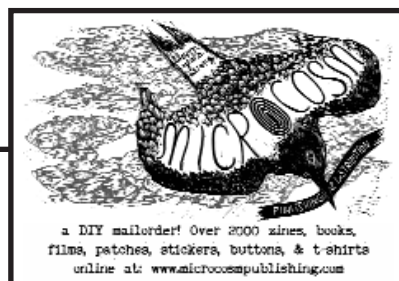
"In this Boy Scouts Guide for the Pending Apocalypse, Matte Resist penned one of the most fascinating and riveting how-to books I've ever read. Many punks and radicals preach a live-off-the-grid rant, but Matte shows how a family can make use of common items and opportunities to have a cheap, full and happy life. This book stands above piles of how-to drivel because of Matte's explanation of not just how, but why we should ride bikes, build musical instruments, and plant gardens. He's not raising a middle finger to the status quo; he's too busy with hammer and wrench in hand." -cigar box guitar historian, Shane Speal

ABOUT THE AUTHOR:

Matte Resist lives with his wife and children in Minneapolis, MN. He's the author of the *Resist* zine as well as *Scallywags*. He has been making zines since the 6th grade.

ABOUT THE PUBLISHER:

Microcosm Publishing is an independent publisher and distributor based in Portland, Oregon and Bloomington, IN. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.



Booktrade from: AK Distribution (510)208-1700, Last Gasp, Baker & Taylor
Direct sales: Microcosm Publishing | 222 S Rogers St. | Bloomington, IN 47404
www.microcosmpublishing.com | jessie@microcosmpublishing.com | 503.232.3666