

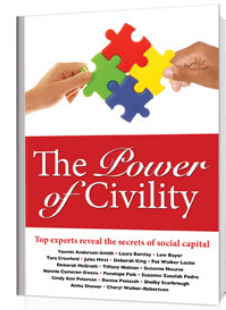
FOR IMMEDIATE RELEASE

For more information, please contact:

Lew Bayer

Tel.: 204-996-4792

E-mail: lew@civilityexperts.com



**MAY IS INTERNATIONAL CIVILITY AWARENESS MONTH
INTERNATIONALLY RECOGNIZED CIVILITY EXPERT AND COMMENTATOR
LEW BAYER IS CO-AUTHOR OF THE NEWLY RELEASED BOOK, THE
POWER OF CIVILITY FROM THRIVE PUBLISHING™**

(Winnipeg, Manitoba) Lew Bayer is Canada's leading expert on Civility at Work www.civilityexperts.com with special focus on social intelligence and culturally competent communications. Founder of The Center for Cultural Competence, she is CEO of the multi-national training group, CivilityExperts.com and president of the International Civility Trainers' Consortium. Her distinguished awards include Manitoba Woman Entrepreneur in International Business and the Association of Image Consultants International (AICI) first Canadian Civility Star Award in 2010.

In *The Power of Civility--Top Experts Reveal the Secrets of Social Capital*, she is one of 18 civility and etiquette expert authors being featured. The book's release date coincides with May as International Civility Awareness Month. This designation officially appears in *Chase's Calendar of Events--The Ultimate Go-to-Guide for Special Days, Weeks and Months*.

In her chapter, *The Power of One--Choosing Civility*, this eight-time published author, mentor for The Etiquette House and member of the Advisory Board for a Civil Tongue, reveals that the rules and rituals of etiquette can be traced back to as early as 2500 B.C. with the first-known manners guide, *The Instructions of Ptahhotep*. "As a faculty member at Georgetown University Center for Cultural Competence, I teach and train individuals that manners make it easier to live and work together. However, teaching and practicing civility is significantly more complex."

THRIVE Publishing™ celebrates the timely release of *The Power of Civility* in a month-long opportunity for book lovers to participate in The Power of Civility Virtual Book Launch Tele-Summit Series absolutely free! Each of the 18 civility and etiquette expert authors will be sharing their wisdom, innovative, insightful and success-building strategies straight from the book in one-hour sessions. The series starts Wednesday, May 4th, at 3pm PT/6pm ET and runs through Monday, June 6, 2011. For registration, or more information, visit the Web site:

www.powerofcivilitytelesummit.com/

-more-

Page 2 - The Power of Civility/Lew Bayer

Specialty publisher, THRIVE, a division of PowerDynamics Publishing, San Francisco, provides industry experts the system and support to produce quality how-to books to uplift and enhance the personal and professional lives of the books' audiences. The Power of Civility (224 pages; \$24 U.S.; \$29 Canada) is the 11th in a series and is now available on the Web site: www.powerofcivilitybook.com and on amazon.com. Other titles from THRIVE include: *My Style My Way*, *Inspired Style*, *Executive Image Power* and *Executive Etiquette Power*, to name a few.

Summary of The Power of Civility Book:

This authoritative book is a compilation of commanding information on all things civil to strive for in our complex, global society today--and in the future. Presented by a skilled group of civility experts, this enlightening book--the brainchild of Thrive Publishing™ -is a must-read for all individuals who want to learn the secrets of achieving significant personal and professional success through civility. We can make a difference in this world, one person at a time!

###

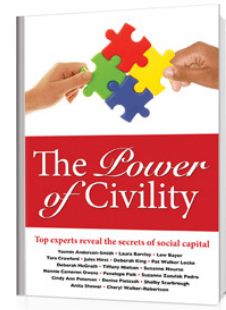
FOR IMMEDIATE RELEASE

For more information, please contact:

Lew Bayer

Tel.: 204-996-4792

E-mail: lew@civilityexperts.com



**MAY IS INTERNATIONAL CIVILITY AWARENESS MONTH
INTERNATIONALLY RECOGNIZED CIVILITY EXPERT AND COMMENTATOR
LEW BAYER IS CO-AUTHOR OF THE NEWLY RELEASED BOOK, THE
POWER OF CIVILITY FROM THRIVE PUBLISHING™**

(Winnipeg, Manitoba) Lew Bayer is Canada's leading expert on Civility at Work www.civilityexperts.com with special focus on social intelligence and culturally competent communications. Founder of The Center for Cultural Competence, she is CEO of the multi-national training group, CivilityExperts.com and president of the International Civility Trainers' Consortium. Her distinguished awards include Manitoba Woman Entrepreneur in International Business and the Association of Image Consultants International (AICI) first Canadian Civility Star Award in 2010.

In *The Power of Civility--Top Experts Reveal the Secrets of Social Capital*, she is one of 18 civility and etiquette expert authors being featured. The book's release date coincides with May as International Civility Awareness Month. This designation officially appears in *Chase's Calendar of Events--The Ultimate Go-to-Guide for Special Days, Weeks and Months*.

In her chapter, *The Power of One--Choosing Civility*, this eight-time published author, mentor for The Etiquette House and member of the Advisory Board for a Civil Tongue, reveals that the rules and rituals of etiquette can be traced back to as early as 2500 B.C. with the first-known manners guide, *The Instructions of Ptahhotep*. "As a faculty member at Georgetown University Center for Organizational Cultural Competence, I teach and train individuals that manners make it easier to live and work together. However, teaching and practicing civility is significantly more complex."

THRIVE Publishing™ celebrates the timely release of *The Power of Civility* in a month-long opportunity for book lovers to participate in The Power of Civility Virtual Book Launch Tele-Summit Series absolutely free! Each of the 18 civility and etiquette expert authors will be sharing their wisdom, innovative, insightful and success-building strategies straight from the book in one-hour sessions. The series starts Wednesday, May 4th, at 3pm PT/6pm ET and runs through Monday, June 6, 2011. For registration, or more information, visit the Web site:

www.powerofcivilitytelesummit.com/

-more-

Page 2 - The Power of Civility/Lew Bayer

Specialty publisher, THRIVE, a division of PowerDynamics Publishing, San Francisco, provides industry experts the system and support to produce quality how-to books to uplift and enhance the personal and professional lives of the books' audiences. The Power of Civility (224 pages; \$24 U.S.; \$29 Canada) is the 11th in a series and is now available on the Web site: www.powerofcivilitybook.com and on amazon.com. Other titles from THRIVE include: *My Style My Way*, *Inspired Style*, *Executive Image Power* and *Executive Etiquette Power*, to name a few.

Summary of The Power of Civility Book:

This authoritative book is a compilation of commanding information on all things civil to strive for in our complex, global society today--and in the future. Presented by a skilled group of civility experts, this enlightening book--the brainchild of Thrive Publishing™ -is a must-read for all individuals who want to learn the secrets of achieving significant personal and professional success through civility. We can make a difference in this world, one person at a time!

###