

FOR IMMEDIATE RELEASE:
On sale September 6, 2007

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THE NEW NEW AGE IS COMING...

2012: THE RETURN OF QUETZALCOATL
by Daniel Pinchbeck

Grand Prize Winner of the 2007 Nautilus Book Award

Now in paperback with a new afterword by the author!

This is the book that kicked off the 2012 phenomenon. Two years ago, no one apart from a select group of scholars knew about the Mayan predictions for our very near future; now, it's the subject of many books and websites, as well as the subject of *Transformers* director Michael Bay's next film. With nearly 100,000 copies in print, **2012: The Return of Quetzalcoatl** has quickly become a cult classic and has been embraced by spiritual seekers, scientists, students of history and religion, environmentalists, philosophers, and many others. Author Daniel Pinchbeck was the subject of a lengthy profile in *Rolling Stone* and a guest on the wildly popular *Colbert Report* following its publication. He has been profiled, reviewed and cited in a wide range of both alternative and mainstream media, including *The New York Times Magazine*, *Time Out New York*, *The Boston Phoenix*, *USA Today*, *High Times*, and *The L.A. Weekly*. His readings and talks in the U.S. and abroad continue to draw large crowds and his following grows daily.

In **2012: The Return of Quetzalcoatl** (Tarcher/Penguin nonfiction, September 6, 2007, \$14.95/\$18.50 CAN), Pinchbeck recounts his own personal experiences, beginning with an exploration of prophecy, especially the vision of the Mayans. The Mayans were obsessed with time, and according to their Sacred Calendar, the year 2012 marks the end of a "Great Cycle" of more than 5,000 years, and the culmination of larger patterns that appear to go back billions of years. Pinchbeck discovered that a number of theorists, working outside the mainstream of archaeology, make a compelling argument that 2012 could represent a transformation in the nature of human consciousness as well as, potentially, a unified and harmonic global civilization.

Pinchbeck takes the reader along on a fascinating journey to follow the traces of prophetic and occult knowledge, including a visit to southern England to investigate crop circles, and a trip to the Brazilian Amazon to study Santo Daime, a religion that uses the psychedelic brew *ayahuasca* for its sacrament. He unifies the ideas of a large number of

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writers, philosophers, and physicists to create a new cultural context for understanding the many aspects of being that to date have been ignored and suppressed by mainstream culture and academics. And he speaks candidly about how his spiritual explorations changed his personal life and worldview. Appearing forty years after the pivotal years of the 1960s, *2012* also argues for the legitimacy of the decade's spiritual and intellectual legacy, embracing the works of writers such as Aldous Huxley, Allen Ginsberg, and Carlos Castaneda.

Author Daniel Pinchbeck has deep personal roots in the New York counterculture of the 1950s and 1960s. His father was an abstract painter, and his mother, Joyce Johnson, was a member of the Beat Generation and dated Jack Kerouac as *On the Road* hit the bestseller lists in 1957 (chronicled in Johnson's bestselling book, *Minor Characters: A Beat Memoir*). Pinchbeck was a founder of the 1990s literary magazine *Open City* with fellow writers Thomas Beller and Robert Bingham. He has written for many publications, including *Esquire*, *The New York Times Magazine*, *The Village Voice*, and *Rolling Stone*. In 1994, he was chosen by *The New York Times Magazine* as one of "Thirty Under Thirty" destined to change our culture.

A profound spiritual crisis in his late twenties led Pinchbeck to the study of shamanism. His first book, *Breaking Open the Head: A Psychedelic Journey into the Heart of Contemporary Shamanism*, recounted his personal initiation into several tribal cultures that continue to use "magic mushrooms" and other hallucinogens in their rituals. Pinchbeck became convinced of the legitimacy of the shamanic and mystical worldview held by indigenous peoples around the world.

But this brought up troubling questions: If the modern West, in its pursuit of rational science and materialism, had rejected crucially important aspects of reality, what did this say about our society, and its immediate future? *2012* chronicles the writer's journey to answer these questions. The book is an unusually elegant, serious, critical and adventurous exposition of ideas often regarded as beyond the purview of intellectual inquiry. Readers may share or reject its conclusions, but they are certain to find the journey unforgettable.

Pinchbeck lives in New York's East Village, where he is editorial director of Reality Sandwich (www.realitysandwich.com). He writes a column, *Prophet Motive*, for Conscious Enlightenment publishing (www.cemagazines.com), which appears in *Conscious Choice* (Chicago), *Conscious Choice* (Seattle), *Whole Life Times* (LA), and *Common Ground* (SF).

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ISBN 978-1-58542-592-1/1-58542-592-3

Coming soon: www.2012thebook.com