

Immediate Release

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“It was never about a hot dog and a Coke®!” adds another award

“It was *never* about a hot dog and a Coke®!” by author Rodney L. Hurst, Sr. is a 2009 Silver Medal Winner in the South East Best Regional Non-Fiction Category of the Independent Publishers Book Awards. The “IPPY” Awards were conceived as a broad-based, unaffiliated awards program open to all members of the independent publishing industry, and are open to authors and publishers worldwide who produce books written in English and intended for the North American market. According the Jim Barnes, IPPY Managing Editor & Awards Director, more than 700 books were entered in the Regional competition. <http://www.independentpublisher.com/article.php?page=1294>

“It was *never* about a hot dog and a Coke®!” subtitled “*A Personal Account of the 1960 Sit-in Demonstrations in Jacksonville, Florida and Ax Handle Saturday*” and published by WingSpan Press, recounts the times, the mood, and the political and racial climate in Jacksonville, Florida during the civil rights movement in the late fifties and early sixties. It focuses on the Jacksonville Youth Council NAACP, led by Hurst as Youth Council President, the sit-in demonstrations in 1960, and Ax Handle Saturday.

“It was *never* about a hot dog and a Coke®!” has compiled an impressive array of awards. Hurst recently won the Bronze Medal for Nonfiction in the 2008 Florida Book Awards; the Inaugural Stetson Kennedy Award (2009) presented by the Florida Historical Society for books which cast light on historic Florida events in a manner which is supportive of human rights, and traditional cultures; and the 2009 Historic Preservation Award from the Jacksonville Historic Preservation Commission.

“It was *never* about a hot dog and a Coke®!” Book Awards:

1-2009 Independent Publisher Book Awards (IPPY)

Silver Medal-Southeast Region Best Regional Nonfiction

2-Jacksonville Historic Preservation Commission

2009 Historical Preservation Award

3-The Florida Historical Society

Inaugural Stetson Kennedy Award (2009)i

4-The Florida Book Awards

2008 Bronze Medal Winner

5-The National Best Books 2008 Awards

Winner-Multi-Cultural Nonfiction

6-2008 Sabrina Book Reviews

Winner-General Nonfiction

7-2008 Sabrina Book Reviews

Winner-Best Book-2008

8-2008 Reader Views Literary Awards South East Region

Winner-Nonfiction

9-2008 Premier Book Awards

Second Place-Memoir/Autobiography

10-2008 Beach Book Festival

Runner-up-Biography/Autobiography

“It was *never* about a hot dog and a Coke®!” is available in Jacksonville, Florida at Borders Book Store on Southside Blvd, the Book Tique at the Downtown Jacksonville Public Library on Laura St., the San Marco Book Store, Amazon.com (and most online book stores), and (personalized autographed copies) through the book’s web site, rodneyhurst.com.