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HEALTH CARE TURNAROUND AUTHOR LAUNCHES BOOK COVER  
DESIGN COMPETITION

Global competition begins to find grab-me-off-the-shelf book cover design for Stop the \$,,\$,\$,\$,\$,\$,\$ Bleeding: How You and Me can Turnaround Health Care Costs Now.

(Honolulu, Hawaii) Noe Foster, the author of a new book, “Stop the \$,,\$,\$,\$,\$,\$,\$ Bleeding: How You and Me can Turnaround Health Care Costs Now,” announced the launch of a book cover competition to attract designers from around the globe. Designers must create a front and back eye-grabbing cover using red and white as the dominant colors. The book’s title, subtitle, and author’s name must be included on the front cover. All design entries must be emailed to [NFoster@theStrategist.tv](mailto:NFoster@theStrategist.tv) by September 15, 2009.

The winner will be awarded \$250 and 10 copies of Stop the \$,,\$,\$,\$,\$,\$,\$ Bleeding.

A project brief and competition details are posted at [www.theStrategist.tv](http://www.theStrategist.tv) under Design Award.

“The U.S. spends \$2.2 trillion a year on health care,” commented Noe Foster, Chief Executive Officer of theStrategist. “That’s a life-threatening hemorrhage of red ink. Stop the \$,,\$,\$,\$,\$,\$,\$ Bleeding, pinpoints a diagnosis then defines a bold course of action to turnaround health care spending now.” Stop the \$,,\$,\$,\$,\$,\$,\$ Bleeding will be available on Amazon.com Winter 2009.