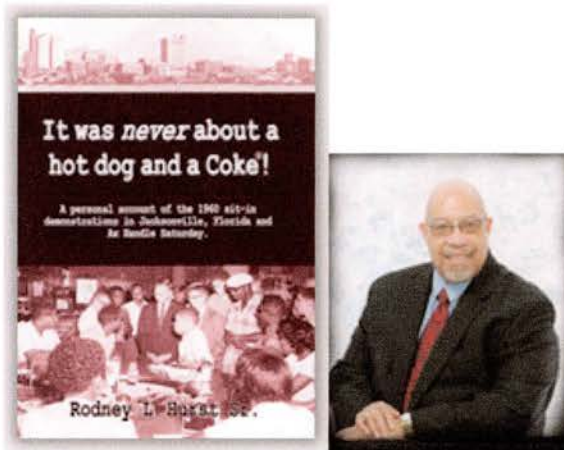


Press Release

Subject: Rodney Hurst-*It was never about a hot dog and a Coke*

Media Contact: Ron Miller



When Rutledge Pearson, Rodney Hurst's eighth grade American History teacher, extended an invitation to his class to join the Jacksonville Youth Council NAACP it was a defining moment for the 11 year old "colored" student. At that time he could not have guessed the enormous impact it would have on his life, the history of Jacksonville or the Civil Rights Movement. In 1959 he became the President of the Youth Council and led the council's sit-in demonstration in the summer of 1960. The young and determined youth leader staged a sit-in demonstration at Grant's Department Store in downtown Jacksonville that culminated in the now famous "Ax Handle Saturday" when young blacks were attacked by 200 whites wielding ax handle and baseball bats.

Hurst's new book, *It was never about a hot dog and a Coke* recounts the events leading up to and the fallout from the bloody events of August 27, 1960. The event gained national attention and thrust Hurst and the Youth Council into the forefront of the Civil Rights era.

Hurst will be a Featured Author at the Amelia Island Book Festival to be held October 2-4 at the St. Peters Campus in downtown Fernandina Beach. *It was never about a hot dog and a Coke* details with historical clarity the mood and the people of Jacksonville in a time of high tension and change. Part memoir, part history and part biography, Hurst's book presents a chronicle of

events and close-up study of the players that helped make Jacksonville and America what it is today.

Rodney L. Hurst, a Edwards Waters College graduate, served two four year terms on the Jacksonville City Council, was the first black to co-host a television show in Jacksonville, was Project Director and Executive Director of Jacksonville's Anti-poverty programs, served for more than four years as the first and only Black Executive Director of the State of Florida Industry Licensing Board and was the first Black elected National President of the National Association of State Contractors Licensing Agency. These are but a few of the many accomplishments by this great man.

It was never about a hot dog and a Coke is the winner of the 2008 Best Non-Fiction Book Award in the Sabrina Reviews Book Awards and was also voted one of the top three books in national competition. In addition it won the Runner-up Award in the Autobiography/Biography Category for the 2008 Beach Book Festival and received Honorable Mention in the Autobiography/Biography Category at the 2008 New York Book Festival.

"It was never about a hot dog and a Coke," Hurst said, "it was always about human dignity and respect."

For a schedule of events go to www.bookisland.org or write info@bookisland.org.

Contributed by Ron Miller