



For Immediate Release

Yasmin Davidds, recognized speaker, coach and expert in Latino women's issues announces book deal with Atria Books Publisher, part of Simon and Schuster Publishing.

Los Angeles, 08 de November de 2006 –Yasmin Davidds, recognized speaker, coach and expert in Latino women's issues announces book deal with Atria Books Publisher, a division of Simon & Schuster Publishing. In 2006 Atria Books will publish two new titles from the accomplished author titled: "**Taking back your power**" and "**How to Raise Powerful Women**". Both books will simultaneously be released in Spanish and English. This follows her first book "Empowering Latinas" and her self-help system "The Latinas Seven Principles". This book deal continues cementing Yasmin as an expert in women issues; part of her effort to promote self-help and empowerment.

This deal is part of Atria's strategy to launch its Latino line with titles such as "Malinche" by Laura Esquivel (Author of "Like Water for Chocolate"), "Living by los Dichos" by Telemundo's Judge Cristina Perez, "Night in Buffalo" by Guillermo Arriaga (Screenwriter of critically acclaimed film "Amores Perros"), a book by Rosario Marin (41st Treasurer of the United States) and "Sex and the perfect lover" by Mabel Iam.

Atria celebrates its third year as an imprint of Simon & Schuster. This summer and fall, Atria publishes other celebrity titles, such as "Star Struck" by Pamela Anderson, "Driven" from Within by Michael Jordan, "Before I Got Here" by Blair Underwood, "Before You Put That On" by "Today" show fashion editor Lloyd Boston, as well as an investigative account of Michael Jackson by Diane Dimond.

Davidds' experiences began as the daughter of Latino immigrants living in Los Angeles and continued as she enrolled in the University of Southern California where she received a degree in business. She went on to further her education by earning a Masters in Women's Studies, specializing in Latina issues from San Diego State University. Additionally, Yasmin attended the University of Cambridge in Great Britain, where she studied gender roles in a variety of ethnic groups. Since 1989 she has counseled thousands of young Latinos in both sexes and has been an advisor to over 1,750 Latinos from the junior high school to the university level.

Davidds can also be seen as a guest on the popular Univision morning show "Despierta América" on July 28th. She hosts her own radio show "¡Adelante Mujer!" aired at Los Angeles radio station, KTNQ 1020 owned by UNIVISION RADIO, every Sunday at 10:00 AM.

Latino Directo Latino Directo is the exclusive marketing firm for Yasmin Davidds. For more information contact Maria Helena Segovia, Executive Vice President. Office (310) 319-9837, Fax (310) 496-0613, Email mh_segovia@latino-directo.com or visit www.yasmindavidds.com.