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Abnormal is the new normal

Bruce Jenner joins Chicken Soup for the Soul to discuss wacky family stories and the Jenner/Kardashian household

COS COB, Conn. – As the head of one of America’s most well-known families, Bruce Jenner knows a lot about the ups and downs of family life - from a happy childhood to the loss of his 18-year-old brother to being married three times and the father of ten, with perhaps the most famous family on television, the Kardashians.

Nearly everyone thinks their own family is “nutty” or has at least one or two members who stand out from the crowd in a unique way. With 101 stories of wacky, yet lovable relatives, funny foibles, holiday meltdowns, funeral antics, and everyday outrageous behavior, *Chicken Soup for the Soul: Family Matters* (Chicken Soup for the Soul Publishing, LLC, October 19, 2010, 978-1935096559, \$14.95), is always unforgettable, usually hilarious and occasionally poignant.

In his foreword for the book, Bruce Jenner, former Olympic decathlon gold medalist and current star of *Keeping Up with the Kardashians* on E! Entertainment Network, says, “Every family seems a bit dysfunctional when you get to know it well. So if we are all a bit abnormal, then that becomes the new normal.” Jenner goes on to say, “The most exciting thing in life and the most difficult thing in life is family. With ten children, it does get complicated! Dealing with a large family and large personalities makes the decathlon look simple. We love each other, fight with each other, and stick up for each other. The bottom line is we all love and respect each other.” His foreword then reviews his life in detail as well as providing an update on the activities of each of his ten children and stepchildren.

Jenner first captivated the world during the 1976 Olympic Games when he broke the world record in the decathlon, netting the title of “World’s Greatest Athlete.” His accomplishments also earned him the coveted Wheaties cereal box, and he is one of seven Wheaties spokesmen. Since then, he has been involved in a wide variety of projects and causes -- from sportscasting and acting to supporting charitable organizations and serving on several advisory boards. Jenner travels around the country speaking to corporate and community groups about “Finding the Champion Within.” He has written several books including *Finding the Champion Within*. Bruce is also a sportscaster and commentator for a number of NBC sporting events, including the Olympic Games and received the title “Outstanding International Sportscaster of the Year.” These days, Jenner is best known as the champion of his very active Jenner/Kardashian household.

“Family is what really counts in our lives. My life is all about my family, first and foremost, so when I was asked to write the foreword for *Chicken Soup for the Soul: Family Matters*, I jumped at the chance,” said Jenner. “No matter what hurdles your family puts in front of you, no matter how tough the ups and downs, no matter how unpleasant the discourse they throw at you, raising a family and being a part of a family is a race worth running.”

Readers will feel comforted, amused and encouraged by these unforgettable stories about “nutty” families just like their own. As Jenner says, “Family matters. And there are always lots of family matters to discuss in any modern family. This book really resonates with me -- the stories are so funny, so outrageous, and so real. They certainly rival the ones I live every day.”

Chicken Soup for the Soul: Family Matters (Jack Canfield, Mark Victor Hansen, Susan Heim, and Amy Newmark; foreword by Bruce Jenner) will be released on October 19, 2010. Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To receive a review copy of *Chicken Soup for the Soul: Family Matters*, or to request an interview, please contact Beth Gwazdosky at (512) 921-8148 or beth@sheltoninteractive.com.