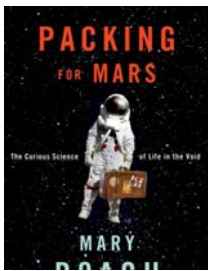


Press Release

December 27, 2010

The Think Club Publication Announces 2010 Book of the Year

Bloomfield Hills, MI, December 27, 2010 The Think Club Publication has chosen *Packing for Mars: The Curious Science of Life in the Void* by Mary Roach, published by W.W. Norton & Co. as the Book of the Year for 2010. Think Club Publication is a forum to encourage independent thinking among fellow human beings. This annual award is given to the author whose idea or ideas can contribute to the resolution of contemporary human problems based on his or her original and independent thinking.



The Think Club chose *Packing for Mars* as the Book of the Year because the author provides us the facts to think independently whether “Is Mars possible” and “Is Mars Worth it?” She also gives us enough ammunition to decide whether we should be spending \$500 billion on human Mars mission or rely on cheap, reliable, robotic missions.

Roach starts with the premises that the human body is inadequately designed for a long space travel. Roach emphasizes this by listing the details about disposing of human waste, controlling body odor without washing, radiation from cosmic rays, falling sick in space and bone loss.

Besides the physical problems, Roach also elaborates on emotion and sex. After all human beings will be traveling for a year (includes time on Mars) through darkness of space cooped up with other mates who may be getting on each others’ nerves.

Mary Roach describes how it is possible to preview space without ever leaving Earth. From the space shuttle training toilet to a crash test of NASA’s new space capsule (cadaver filling in for astronaut), Roach takes us on a surreally entertaining trip into the science of life in space and space on Earth.

But most of all, Roach explains why a mission to Mars is important for human spirit without hiding the difficulties to get there. This is as important to human endeavor and progress today as the hot air balloon expedition by Mongolfier Brothers was in 1780. Thus we present the Book of the Year award for 2010 to Mary Roach for reminding us that how spending on space program will give birth to new innovations. Roach has aptly quoted Benjamin Franklin to answer the skeptics, “What use is a newborn baby?”