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**FAST FOOD NATION AUTHOR ERIC SCHLOSSER
TO SPEAK AT RAMAPO COLLEGE OPENING CONVOCATION**

(Mahwah) – Eric Schlosser, author of *Fast Food Nation: The Dark Side of the All-American Meal*, will be the guest speaker at Ramapo College’s Opening Convocation Friday, September 8 at 1 p.m. The Convocation will be held in the Arena of the Bill Bradley Sports and Recreation Center, located on campus. The public is invited to attend; admission is free.

A movie adaptation of the book, starring an ensemble cast that includes Patricia Arquette, Ethan Hawke, Greg Kinnear, Kris Kristofferson, Avril Lavigne and Esai Morales is scheduled for release this November.

All incoming freshmen of Ramapo College’s Class of 2010 are reading *Fast Food Nation* over the summer and will discuss the book in their First Year Seminar Course (FYS). The course introduces students to college-level work and prepares them for the subsequent courses they will take.

Eric Schlosser has been investigating the fast food industry for years. In 1998, his two-part article on the subject in *Rolling Stone* generated more mail than any other item the magazine had run in years. In addition to writing for *Rolling Stone*, Schlosser has contributed to *The New Yorker* and has been a correspondent for the *Atlantic Monthly*.

He won a National Magazine Award for “Reefer Madness” and “Marijuana and the Law,” and has received a Sidney Hillman Foundation Award for Reporting. His work has been nominated for several other national magazine awards and for the Loeb Award for business journalism. *Fast Food Nation* is his first book.

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Schlosser's narrative stretches from California, where the fast-food business was born, to the industrial corridor along the New Jersey Turnpike, where many of fast food's flavors are concocted. Along the way, he unearths unsettling truths, from the alliance between fast food and Hollywood, to the seismic changes the industry has wrought in food production, popular culture and real estate.

In this meticulously researched account, the author visits the labs where scientists recreate the smell and taste of everything from cooked meat to fresh strawberries; talks to the workers at abattoirs with some of the worse safety records in the world; explains exactly where the meat comes from and why the fries taste so good; and looks at the way the fast food industry is transforming not only the nation's diet, but the country's landscape, economy, workforce and culture.

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