

For immediate release

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**BP Deepwater Horizon oil rig declared dead.
Not the end of the story.**

The recent oil disaster in the Gulf of Mexico propelled global concern for the topic. Many who previously had little interest or knowledge about the state of oil are now clamoring for details, not only regarding the economic and environmental impact, but the future of oil drilling, how much oil we have, what comes next and what can be done.

Author and environmental guru **Chip Haynes** sheds critical light on this subject by answering the most significant questions in his new book, ***Peak of the Devil: 100 Questions (and Answers) About Peak Oil*** (Satya House; \$14.95; October 2010).

Known and respected for his educated and quirky sense of humor, Haynes makes a harsh, unpleasant subject easier to digest with simple steps readers can take to help avoid the catastrophic impacts. ***Peak of the Devil*** answers such key questions as:

- What is peak oil?
- Who should we blame?
- Why should I care now?
- Why can't we just drill for more oil?
- Are we going to run out of oil?
- How bad is it going to get?
- What can I do to make it better?
- What can we do as a nation?
- How will I know what's really happening?
- It's going to end up alright, isn't it?

For many readers wondering **"What is Peak Oil"** and **"Why Should I Care Now"**, Haynes breaks the complex topic down: at some point the world's oil supply will peak, and after that we will be moving more quickly than ever toward a world with extremely limited supplies. In fact, Haynes suggests, we may have already reached and passed this peak, burning through 80 million barrels across the globe daily.

Readers learn how deeply connected oil is to virtually everything they buy and/or use and how the looming scarcity will dramatically change how they live. While the most obvious impact is gas prices, Haynes reveals how it will have an equal effect on the price (and availability) of food, clothing, shelter and travel. Readers learn about the less obvious impacts, including those on the education system, commerce and the world of finance from top to bottom, with the emphasis on the bottom.

Haynes not only uncovers the harsh realities of peak oil, but more importantly, **empowers readers with critical guidance** on what they can do to improve the current and future state of affairs. Simple tips Haynes lays out for getting started include reducing motor vehicle usage by increasing walking and biking, cutting back on home energy consumption and taking an additional step to get co-workers to cut back around at the office (teasing it “might cure that pesky problem of getting invited to too many parties during the holidays”). Haynes also dispels common misunderstandings such as electric cars being a worthy alternative, noting the energy required to power these cars is fueled by oil.

Peak of the Devil is an informative expose on the realities of oil, offering a light-hearted, witty education on a critical global issue. For readers looking for more information and what they can do to make a difference now, *Peak of the Devil* is a must read.

About the Author

Chip Haynes is an environmentalist, writer, and speaker, living in Clearwater, Florida, right on the Gulf of Mexico. After studying the global oil situation for over a dozen years, Haynes and his wife live in a modest home in suburbia, using far less resources than the average home, and recycling much of what they use. He has written over 1,200 articles on bicycling and global resources including two works on global oil, *Ghawar is Dying* and *60 Days Next Year*, which was produced as a radio program for the State of Maine Public Radio. Haynes has also authored *The Practical Cyclist: Bicycling for Real People* and *Wearing Smaller Shoes: Living Light on the Big Blue Marble*.

Haynes’ long-standing parting words take on all new urgency as oil (and the lack thereof) makes the news: *Keep your bike tires pumped*.

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