



FOR IMMEDIATE RELEASE

Contact:

Sue Publicover
sue@writersoftheroundtable.com
207.752.4802

Kim Jackson
kim@writersoftheroundtable.com
802.345.9730

**OLYMPIC INTERVIEW OPPORTUNITY:
SOPHIE MOKHTARI OFFERS BACKGROUND AND COLOR TO
COMPLEMENT OLYMPIC COVERAGE**

NBC Universal executive and author helps Olympic enthusiasts understand China's culture and what the athletes and visitors to Beijing will experience next month

LOS ANGELES (July 1, 2008) – In just a few weeks, millions of Americans will turn to the media for access to the magic of the Olympic Games in Beijing, China. Whether by print, TV or radio, readers and viewers will seek to be immersed in a foreign country steeped in ancient culture and tradition, where people live a life very much rooted in honor. NBC Universal Executive and Author Sophie Mokhtari can help you guide them on a journey to the mystical land of China and the 2008 Summer Olympics.

Mokhtari can provide you the background and color you need to complement your coverage of the Olympics next month. As a native of Hong Kong and a U.S. citizen, she can offer insight to:

- What athletes can expect while living and competing in China;
- What the culture of China is like now versus 20 years ago, even 5-10 years ago, and is the depth of the accomplishment for this country to invite billions of viewers “inside its borders”;
- How the Chinese culture differs from ours and how surprisingly similar it is in many ways;
- What travelers to the Games can expect and how they should prepare for their trip;
- A unique look at the Chinese culture from an American perspective *and* a Chinese perspective.

Mokhtari holds a degree in international relations from the University of Delaware and is currently director of logistics for NBC Universal in Los Angeles. Prior to this position, she enjoyed the perks of being a travel agent and explored 27 countries. She is the author of “China Girl: A Daughter’s Journey.”

For information about Mokhtari or to arrange an interview, please contact Sue Publicover, 207.752.4802 sue@writersoftheroundtable.com or Kim Jackson, 802.345.9730 kim@writersoftheroundtable.com. For more information you can also visit www.chinagirlbook.com.

###

press.writersoftheroundtable.com

8 Sparrow Lane · York, ME 03909 · phone (207) 752-4802 · fax (847) 850.2716