



The Roadhead Chronicles Book Kicks Asphalt!

Author Mike Marino has used his verbal machete to cut a path to the literary flashpoint where pop culture and chrome meet asphalt and art in a headon collision!

([PRWEB](#)) September 22, 2004 -- "THE ROADHEAD CHRONICLES" Book is Where Pop Culture and Chrome Meet Asphalt and Art!

THE ROADHEAD CHRONICLES book is now available, and we wanted to forward the following Press Release to your publication for possible inclusion in your newspaper, magazine, ezine or newsletter regarding the release of Mike Marino's new book:

THE ROADHEAD CHRONICLES.

We would also like to find out how we would go about getting a book review in your publication, and a possible interview with the author.

Author and self-confessed "roadhead", Mike Marino, has wielded his verbal machete to cut a path through the literary landscape to the point where pop culture and chrome meet asphalt and art in a head-on collision of nostalgia and humor! It's fast becoming a car culture cult classic!

Originally a product of Detroit, Michigan, Mike's unique writing voice and style has been described by readers as:

"automotively sexy",

"wickedly wonderful"

and "delightfully weird"

Nowhere is this unique style more evident than in Mike's new book, THE ROADHEAD CHRONICLES, just released and now available at bookstores everywhere, and online at places like Amazon, Barnes & Noble and Booksamillion.

THE ROADHEAD CHRONICLES takes the reader on a fasten-your-seatbelt, high power blue suede cruise through the "chrome-magnon" classic car culture of those fabulous 1950's, the spare change, peace, love and groovie 1960s, as well as the muscle flexing Motor City muscle car 1970's. It was an age of rock n' roll, black leather jackets, carhops and fuzzy dice, as well as Saturday night dragraces, Woodward Avenue cruisin' with the radio as loud as it would go. Chuck Berry, Elvis and Jerry Lee Lewis, loud and proud, and teenage angst in the backseat battlegrounds with paradise by the dashboard light at the drive-in movies. Mike not only adds a new dimension to the era, but breathes new life into pop culture icons from James Dean and Marlon Brando, to Marilyn Monroe and Cheech and Chong! All in all, a high energy turbo pedal to the metal read that goes from V-8's to Vietnam in 60 seconds.

THE ROADHEAD CHRONICLES
Section Two



You'll get your kicks and your kitsch on Route 66 with a dose of roadside nostalgia, history and humour, as Mike explores the history of Steinbeck's famed Mother Road and the culture of roadside nostalgia that grew up alongside America's two lane quest for the Holy Grail. The motels with enough neon to illuminate Broadway; the gas stations that fueled the petrol needs of a growing vehicular army in search of Disneyland, and of course, the cafes and diners that mushroomed along the asphalt dishing up grease and grits in enormous amounts to feed the new breed of "roadheads" that took to exploring America by car.

Along the way, THE ROADHEAD CHRONICLES will also explore the roadside advertising culture of The Asphalt Kingdom with a look at the whimsical Burma Shave signs, purveyors of roadside philosophy and highway haiku, as well as the barnyard art/advertising campaigns of places like Meramec Caverns and products like Mail Pouch Tobacco. All in all, a veritable "roadhead" Guggenheim Museum of roadside culture that shares the stage with asphalt attractions and oddities from Cadillac Ranch in Texas to giant plaster "jackalopes" of legend in South Dakota.

THE ROADHEAD CHRONICLES Part Three

Mike has published articles on his travels that have taken him from Jerry Garcia's Haight-Ashbury of Peace, Love and Hell's Angels, to Jack Kerouac's North Beach and bars, and even a "literary" ride aboard Ken Kesey's magic bus. Other trips and travels have allowed him to Uncork the Napa Valley and put on Birkenstocks for the definitive San Francisco Tour.

MIKE MARINO BIO

Mike Marino was born in Detroit, Michigan and has lived in a treehouse in Hawaii, the Haight Ashbury and North Beach neighborhoods of San Francisco, as well as the magical coast of Maine in Bar Harbor among the puffins and lobsters! Today, he resides in the altitude with attitude that is Colorado. He enjoys a good Hemmingway cigar, Corona beer and has a penchant for Hawaiian shirts. He also collects fuzzy dice and Hula Dashboard Ornaments and his die-cast classic car collection now tops 500!!

Mike is a freelance writer and columnist for a variety of magazines that cater to the car enthusiast, pop culture and travel.

He is also a playwright and the founder of the Experimental Theater Workshop in Detroit, Michigan. In a former life he was also a radio broadcaster, and produced/hosted "The Blue Suede Cruise Oldies Radio Program" in San Francisco, California. He has a passion for photography and experimental film/documentary making.

To get a better feel of the book, you can get up close and personal by making a visit to the booksite at:

THE ROADHEAD CHRONICLES BOOK
<http://www.angelfire.com/mi2/sfroad/page6000.html>

I'm including two of the books chapters to give you an idea of Mike's unique writing style.

Chapter One
Where Cool Was Born



<http://community.webtv.net/roadheadthree/chapter>

Chapter Twenty-One
Godzilla and the '49 Merc

<http://www.angelfire.com/mi2/sfroad/page601.html>

To Read An Interview With Mike Marino

<http://boomersint.org/boomers/DharmaBum.htm>

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We hope that you can use the Press Release and want to thank you in advance for your assistance in this project. If you need any further information or to arrange an interview with the author please do not hesitate to contact us.

If you will be willing to use it, just let us know when and where so we can post the information on our websites as well to cross promote your publication.

Mike Marino
The Roadhead



Contact Information

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<http://www.angelfire.com/mi2/sfroad/page6000.html>

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Online Web 2.0 Version

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