

Irwin Zucker, Book Publicist, Has 'In-House' Clients



Irwin Zucker with his twin daughters Shari, left, and Judi, right

Irwin Zucker, with 60 years in public relations and founder of the Book Publicists of Southern California, had Norman Vincent Peale as his first client. He has since represented such luminaries as Steve Allen, Jacqueline Susann, Helen Gurley Brown, Zsa Zsa Gabor, Burl Ives, Dinah Shore and Veronica Lake.

After doing publicity for record companies and entertainers, he segued into books and authors in 1957.

Irwin says, "There's no stopping now—not at the ripe young age of 81. There's still too much to do—especially for my in-house clients, wife Devra and "my favorite book ends," twin daughters Judi and Shari.

The Double Energy Diet, the third book by daughters Shari and Judi, promotes a healthy lifestyle with exercise and a vegetarian diet. It

includes vegan recipes, including Irwin's favorite Waldorf salad.

The Zucker family is so book-oriented that the girls published their first book—*How to Survive Snack Attacks... Naturally*—while still in high school.

And their mother Devra has written several books, including *The Best of Your Life for the Rest of Your Life*, which tells how she restored her health through nutrition, exercise and her "inherently cockeyed optimist attitude." Her latest book is *What Almost Happened to Hedy Lamarr*.

Irwin, who has trouble believing that he is 81, is a blur of high energy. He calls his publicity business Promotion in Motion. Always quick with a slogan, he says, referring to his client list, "There's a Zucker born every minute."

The patriarch of a family of high

achievers, Irwin graduated from high school at age 16 and entered New York University at 17. At 18 he was editing an Army newspaper. After service, he graduated in journalism from the University of Michigan in 1948.

Irwin and Devra live in Beverly Hills and recently celebrated their 51st anniversary. He refers to his twin daughters as "my favorite book ends."

They are also known as "the Double Energy Twins." You can guess where that slogan came from.

Judi and Shari will be signing their new book at Whole Foods Market, Third at Fairfax, Los Angeles, on Saturday, Nov. 8, 3-5 p.m.

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Cal State L.A. OLLI Program Offers Classes on Diversity

Osher Lifelong Learning Institute (OLLI) at Cal State Los Angeles will present a program of contemporary poetry on the experience of Arab American women, featuring Dima Hilal, Monday, Nov. 10, 6 p.m. It will be held in the University-Student Union, room 308, on the Cal State L.A. campus.

A course in Viewing the Diversity of the Immigrant Experience Through Film will be given at Atherton Baptist Home, 214 S. Atlantic Blvd., Alhambra, on Thursdays, Nov. 6, 13, 20 and Tuesday, Nov. 25. Participants will study the role that immigrants have played in the history and identity of this country along with the challenges faced by newcom-

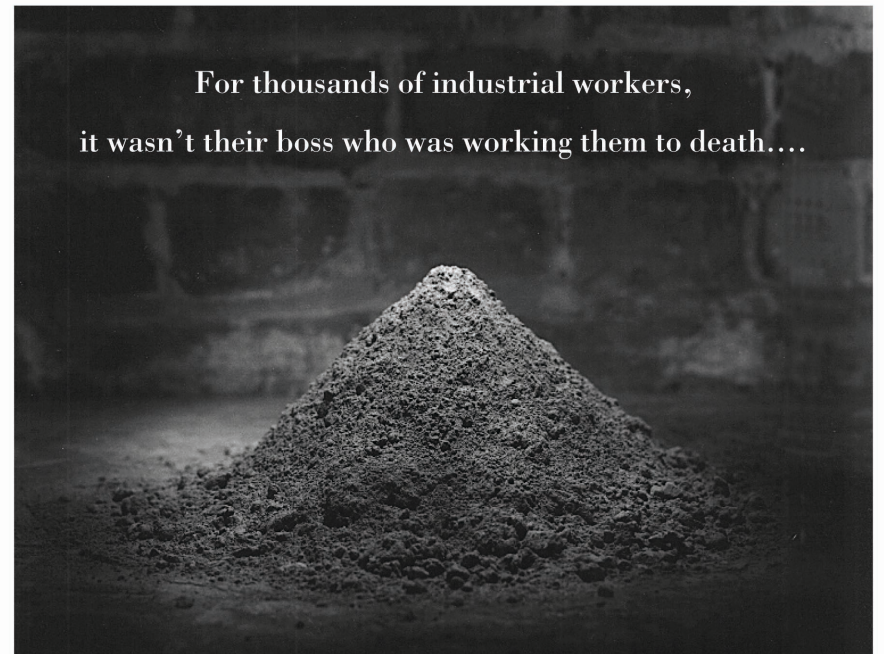
ers in various eras.

Off-site presentations will include a program on Israel Today at Griffith Park Adult Center, 3201 Riverside Dr., on Wednesday, Nov. 12, 2:15-3:15 p.m.

"A tour of the Cosmos" (black holes, dark matter, etc.) will be presented at Hollenbeck Palms, 573 S. Boyle Ave., Los Angeles, on Wednesday, Nov. 19, 11 a.m.-noon.

For more information on Lifelong Learning classes, call 323-343-4695 or email lifelearncsula@yahoo.com. Individual class meetings cost \$10 for non-members; members receive a discount. The OLLI annual individual membership fee is \$25.

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