

# Picture Perfect

## Shriners Take Spotlight In New Book

(NAPSA)—For as long as Lisa Eisner can remember, she has been intrigued by the Shriners. Her grandfather was a member of Kalif Temple in Sheridan, Wyoming, and her childhood was filled with Shrine parades, circuses and the infamous red fezzes. She felt it was time to tell the rest of the world about them as well.

In her new book, “Shriners,” Eisner captures the essence of the Shrine of North America with her photographs of Shriners taken at different events throughout the country. While the book took her four years to complete, the experience was a labor of love.

“Everybody knows about the Shriners...but nobody really *knows* about them,” said Eisner. “I wanted to write this book in a thoughtful way. There are so many aspects to the Shrine that I never got bored or restless. I enjoyed every minute of working on this book.”

Eisner, a writer and photographer, took all the photos in the book, and traveled to many states and Shrine events to photograph as many aspects of the Shrine as possible, including the Shriners Hospitals for Children in Los Angeles.

“At first, I thought it would be hard to document the hospitals—I wasn’t sure if I could handle doing such a serious thing,” said Eisner. “But once I got there, I realized that there is a trickle-down effect going on in the Shrine. All Shriners have a joy of life; they love to smile and laugh; and that is exactly the way it was at the hospital.”

Eisner grew up in Greybull, Wyoming, where she was curious about fashion and especially those who went against the fashion grain. After working as fashion editor at both *Vogue* and *Made-moiselle*, she opened her own pub-



**A new book celebrates the Shriners in pictures.**

lishing company, Greybull Press. “Shriners” is Greybull Press’ tenth book, and Eisner’s second.

“I’m just fascinated by grown men acting like kids in today’s world,” said Eisner. “I think that is something lost these days. Shriners are just joyful and loving—much like children.”

Eisner’s book can be found at most major retail and online booksellers, or by visiting [www.greybullpress.com](http://www.greybullpress.com).

For more information on Shriners’ network of 22 hospitals that provide medical care and services totally free of charge to children with orthopaedic problems, burns and spinal cord injuries, write to Shriners International Headquarters, Public Relations Dept., 2900 Rocky Point Dr., Tampa, FL 33607 or visit the Web site at [www.shrinershq.org](http://www.shrinershq.org). Treatment is provided to children under age 18 without regard to race, religion or relationship to a Shriner.

If you know a child that Shriners can help, call 1-800-237-5055 in the United States or 1-800-361-7256 in Canada.