

RALEIGH, NC, August 31, 2014 **/24-7PressRelease/** -- LeVelle Moton is being honored by the City of Raleigh and Mayor Nancy McFarlane with the official proclamation of Tuesday, Sept. 2, 2014 as LeVelle Moton Day. The accolade recognizes Coach Moton's personal successes in seemingly insurmountable circumstances and his inspiring contributions to the city. The decree coincides with the official release of his highly anticipated book, *The Worst Times Are The Best Times*, and a series of celebratory community events.

Growing up underprivileged in rough neighborhoods of Boston and Raleigh, Coach Moton had a difficult childhood facing challenge after challenge. His new book, co-authored by journalist Edward G. Robinson III and published by MR Publishing, LLC, highlights Moton's personal experiences overcoming these hurdles and encourages those in similar situations to work hard and dream big. Each chapter of the book includes Inside the Locker Room and Chalkboard sections sharing lessons learned and empowering information the reader can apply to his or her own life. It was purposefully designed to be moving for adults, poignant for youth and informative for basketball fans, all while still being relevant and engaging for anyone facing an obstacle.

Along with the City of Raleigh proclamation of LeVelle Moton Day, additional celebratory events taking place throughout the Triangle this week include: Tuesday, Sept. 2: The Durham N.C. Central University Alumni Association is hosting a book signing event with Coach Moton at the NCCU Student Union. The signing begins at 7:30 p.m. and is open to the public. Copies of the book will be available for purchase onsite and supporters will also have the opportunity to take a picture with Coach Moton. Thursday, Sept. 4: News & Observer reporter John Drescher will host a book excerpt reading and signing event beginning at 7p.m. at Quail Ridge Books & Music on Wade Avenue in Raleigh. Saturday, Sept. 6: Coach Moton will sign copies of his book for one hour before and one hour after the NCCU home football game that starts at 5 p.m. Saturday and Sunday, Sept. 6 and 7: Robinson will be at the African-American Cultural Festival of Raleigh and Wake County in Downtown Raleigh selling books and signing autographs.

The NCCU Alumni Association will also host a book signing tour with both Moton and Robinson later this fall with events in Rocky Mount, Greensboro, Charlotte, Atlanta, Washington D.C. and New York City. Additional details will be announced in the coming weeks.

*The Worst Times Are The Best Times* is available for purchase in hard cover as well as in digital formats for iPad, Kindle and Nook. As part of an ongoing commitment to giveback to the community, a portion of every book purchase will be used to buy books to be donated to the Boys & Girls Club of America - an organization that played a vital role in both Moton and Robinson's upbringings. The two authors hope to provide complimentary books to every teen Boys & Girls Club member across the country.

Written by Australian Business

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For more information and to purchase the book, visit <http://www.theworsttimesarethebesttimes.com>. Special discounts are available for bulk purchases by organizations and institutions. Please contact MR Publishing, LLC at (919) 200-5510 or [info@mrpublishingllc.com](mailto:info@mrpublishingllc.com) for more information.

**About the Author: LeVelle Moton** LeVelle De'Shea Moton is a graduate of North Carolina Central University, where he was a standout basketball player, becoming the third all-time leading scorer in school history. He went on to play professionally overseas for four years and in 2004 was named to the N.C. Central's Hall of Fame. He returned to his alma mater in 2007 as an assistant coach and then became head coach in 2009. In his fifth season, 2013-14, he led the school to its first Mid-Eastern Athletic Conference Tournament Championship and a berth into its first men's Division I NCAA Tournament. The success earned him recognition as the MEAC coach of the year. Moton was born in Boston, Massachusetts, and grew up in Raleigh, North Carolina, overcoming a tough upbringing with personal determination and the mentors he gained at the Boys & Girls Club of Raleigh, an organization he still avidly supports to this day.

**About the Author: Edward G. Robinson III** Edward G. Robinson III is an award-winning sports journalist who has worked for several newspapers, including The Washington Post, The Pittsburgh Post-Gazette and The News and Observer in Raleigh. He's currently a contributing writer for The Washingtonian Magazine. He has received numerous awards throughout his career including The Society of Professional Journalists, whose Washington D.C. chapter presented him the 2014 Dateline Award For Excellence in Local Journalism, as well as recognitions from The Associated Press Sports Editors, the North Carolina Press Association, the National Association of Black Journalists, and the Pittsburgh Black Media Federation. Robinson attended American University where he earned a bachelor of arts in print journalism, and Johns Hopkins University where he earned a masters of arts in non-fiction and fiction writing.