



# *The Common Thread Project*

## *“Providing the Power to Empower”*

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### **Jerry Gladstone Announces The Common Thread Project To Benefit Charities**

December 9, 2009 – Boca Raton, FL – Founded by Jerry Gladstone, The Common Thread Project was created to provide people with the power to empower themselves and to give back to the community.

“I started The Common Thread Project for a single reason,” said Gladstone. “I want to help people reach their fullest potential. Not everybody can be a CEO, a professional athlete or a super achiever. That's not what The Common Thread is all about. It is about helping people reach their fullest potential - whatever that may be.”

According to Gladstone, The Common Thread Project is two-fold. First, a book, titled, “*The Common Thread.*” The book will gather insight and inspiration, and will capture the emotion and mindset of more than 200 successful, well-known motivated individuals who have shared with Gladstone, either through business or personal relationships or one-on-one interviews, what it takes to overcome everyday adversities and obstacles. Because of their status and level of success, most people are unaware that these people have had to overcome the very same issues and hardships that they face as well. The information captured by Gladstone cannot be found when you “Google” these celebrities. He has tapped into the inner workings and psyche of each person he interviewed.

A few of the people included in the book thus far are Sylvester Stallone, Joe Frazier, Evander Holyfield, Muhammad Ali, Howard Stern, MMA fighter Chuck Liddell, Montel Williams, Dallas Mavericks owner Mark Cuban, Football Hall of Famer Leonard Marshall, Baseball Hall of Famers Gary Carter, Brooks Robinson and Dennis Eckersley, Former NY Ranger Ron Greschner, NY Giant Dave Diehl, NY Jet Darrelle Revis, Tap-Out President Marc Kreiner, National Boxing Champion and Olympian Roberto Benitez, renowned Miami disc jockey DJ Irie, Jefferson Airplane founder Marty Balin, musician and artist Grace Slick, Olympic Gold Medal Miracle on Ice Captain Mike Eruzione, Holocaust Survivor Anne Rosenheck, Thrillionaire Nik Halik, “Queer Eye for the Straight Guy” producer David Metlzer, Season One Apprentice Winner Bill Rancic, Season Four Biggest Loser Winner Bill Germanakos, Chef Jeff Henderson, “Rudy” Ruettinger, World Champion black belt Moti Horenstein, and Bill O'Reilly of The O'Reilly Factor.

“The idea behind *The Common Thread* is to inspire the reader and, through it's content, provide the power to empower, thus giving them a valuable tool to help them overcome self-doubt and give them specific steps to get started on their own path to success,” said Gladstone.

“What inspired me to create this project is that I want the people around me – my friends, family and business associates – to be able to reach their fullest potential, whatever that may be, Gladstone added. “My hope is that *The Common Thread* will pave the way for them to become the best they can be.”

At the age of 26, Jerry Gladstone started American Royal Arts with \$ 2000 and has grown the company into one of the largest Entertainment Fine Art Companies in the world. While he realizes monetary success is only a small dimension of what your life should be all about, he has maintained a very active life outside of business, including sports and fitness, as well as enjoying his family, which he feels is the most important thing life has to offer.

American Royal Arts holds many publishing and distribution rights including Elvis Presley Enterprises, Frank Sinatra Enterprises, artist Joe Petruccio, the Dan Mackin-Brian Wilson Collection, Rock and Roll Photographers James Fortune and Peter Simon, Elvis Presley photographer Alfred Wertheimer, the Hulton|Archive, MirrorPix, and more.

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