

Emerald Ink Publishing
7141 Office City Dr, Suite 220
Houston, TX 77087

Telephone: (800) 324-5663
Fax: (713) 643-1986
E-mail: emerald@emeraldink.com

FOR IMMEDIATE RELEASE

Contact: *Chris Carson*, Emerald Ink Publishing (800) 324-5663
<http://www.emeraldink.com/ego.htm>

WHAT TO DO WHEN YOU HAVE A NEAR-DEATH OR MYSTICAL CONVERSION EXPERIENCE

Houston, TX - May 26, 1997 —If you or someone you know has had a Near-Death Experience, commonly known as an NDE, it is best to deal with it in ways that other experiencers have already found helpful. Most experiencers do not tell anyone else for a long time (many years)! They do not tell their story because they are afraid others will tell them they are crazy or it was just a reaction to the drugs or shock. Experiencers don't need to have their powerful and confusing event minimized by others who have no idea of the overwhelming force of these experiences.

Other related types of experiences include out-of-body (OBE) and mystical conversion experiences (like Saul on the road to Damascus in the Bible). A brief experience or glimpse into the other world is called an epiphany. A large percentage of patients undergoing operations also experience NDE's or mystical conversions.

But, according to Bill Bingham, head of the Houston International Association of Near-Death Study group (IANDS), you do not have to have a traumatic physical experience to have an NDE. The event was first called that because doctors often heard about them from people in serious conditions, but the same experience often occurs without accident or surgery. Such experiences are called "Mystical Conversion Experiences" to differentiate them from NDEs but they are essentially the same experience.

According to Bingham, whose group recently published *When Ego Dies - A Compilation of Near-Death and Mystical Conversion Stories*, most people don't know that there are research groups, support groups and many interested forums on the internet that help experiencers themselves, or their friends and families, to integrate these events into their lives and understand the meaning of them. "We're trying to inform the public about the real significance of these experiences without melodrama, and the professional resources available for information and literature, referral, understanding and acceptance," explains Bingham. "These are important,

ridicule and labeling. A growing body of evidence suggests that these experiences are very real and meaningful, both to the experiencer and family and friends."

Twenty three experiencers from Houston, Austin, and San Antonio told their stories in their own words. They voluntarily explain their personal adventures so that the curious, other new experiencers, hospital patients, family and friends, anyone interested in the subject, could hear real stories by real people from all walks of life without Hollywood hype. The book includes electronic forums as new ways to research or communicate with other interested people. Listings of support groups around the world and related professional groups for the first time make it easy to locate appropriate and timely information. These groups include regional support and information groups of the International Association of Near-Death Studies (IANDS) co-founded by George Gallup of Gallup poll fame and others.

Medical professionals and caretakers will find the very extensive bibliography and source material useful, the electronic forums current. Other readers will learn who to contact locally for their friends and family.

Emerald Ink Publishing issued this book on behalf of the Houston IANDS group.

Note to reviewers: For a review copy of "When Ego Dies," call (713) 643-9945 or (800)324-5663.

###

When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences

by Various Experiencers

Excerpts From the Book

What are the effects of an experience on the individuals?

(Page 9)

"The effects of meeting truth are profound: one's thinking and eventually one's life change at death. This effect of experiencing truth sets the meeting of the Light apart from other phenomena people attribute to the near death experience – drug trips, hallucinations, oxygen deprivation, massive endorphin releases, stress, memory of birth trauma and so on. However, these other experiences do not change lives permanently.

And yet there are people who cannot let peace break out. They still try to prove that this most powerful experience is just some little side effect of physical life sputtering out. This silly straining against a higher consciousness, even if it could prove something, says nothing about the millions of experiences occurring without any hint of physical death.

Why don't we hear about even more of these?

(Page 10)

'...experiencers may try to hide it, even from themselves.'

What is the cause of a near-death or mystical conversion experience?

(Page 12)

If it is not only death that causes these occurrences, what is the cause? Though death is not a prerequisite, some kind of physical or emotional trauma is generally present. A devastating emotional, mental or religious disappointment that can trigger it.

These are just crazy people, aren't they?

(Page 21)

"...being an engineer I know ..."

(Page 45)

"I worked 24 years at a chemical plant in Houston as a craft foreman."

(Page 23)

"Retired from nursing and running children's shoe stores,..."

(Page 49)

On March 3, 1971, at 010:35 in the morning, an incident occurred on a U.S. Army surface-to-air missile site in West Germany on the former Czechoslovakian border.

When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences

by Various Authors from the Houston Friends of IANDS Group

What Others Say About the Book

Richard Fuller, Metaphysical Review

"...straightforward and deeply moving....totally devoid of hype...helps eliminate the fears and worries of our ultimate destiny on Earth....an eye-opener...relevant...fascinating...a definite must-read!"

Annaliese Fox, Administrative Director of the International Association of Near-Death Studies

"The accounts are very well written...fun to read. You could spend five minutes and feel you got something out of it. This is such a gorgeous book...well-crafted in terms of physical appearance, editorial style and content...a really nice job."

Liz Dale, Ph.D., R.N., Department of Public Health, City and County of San Francisco General Hospital Medical Center

"I was so excited....I have read lots of NDE literature but your book is one of the best I have seen....beautifully done!"

Suzanne Harrill, M. Ed. Author of *Empowering You to Love Yourself*, Licensed Marriage & Family Therapist, past board member of National Council for Self-Esteem

"...a powerful and readable book."

Howard Caesar, Minister, Unity Church of Christianity—Houston

"...very interesting and well-written....Good stuff!"

When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences

by Various Authors from the Houston Friends of IANDS Group

Other Story Ideas

How the Near-Death Experience Affects Emergency Room Decisions

If we consider Near-Death Experiences to be valid, what do we do about comatose patients, or those who go on life-support systems? Should we intervene at all? Are there cultural differences on the need for valiant life-saving efforts?

Varieties of the Near-Death & Mystical Conversion Experience

There are many characteristics of the Near-Death Experience or Mystical Conversions, but most experiencers have only a few of them

Near-Death and Mystical Conversion Study Groups In Your Area

Support groups for the Near-Death Experience can be found in your area.

Researchers Cut Hollywood Hype About Near-Death Experiences

The International Association of Near-Death Studies publishes current information and research on the NDE and other types of non-ordinary experiences. A large body of knowledge and experience can be accessed through IANDS.

Near-Death Experience Support Groups Reduce Grief for Survivors

Those who have recently lost someone to accident, illness or violence can benefit from attending a Near-Death Experience support group in their area.

How Do Near-Death Experiencers Come Back To Earth?

Most NDE experiencers do not tell anyone for years about their experiences because of fear of ridicule and uncertainty. How do they integrate a powerful event into everyday living?

Information of each of these topics can be found in the book, *When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences* (Emerald Ink Publishing, \$ 9.95).

Publications may excerpt some information from the book to run in their publication. Credit must be given to the book, author and publisher. To request a complimentary copy, or to contact the author for an interview, please call Emerald Ink Publishing at (800) 324-5663.

Emerald Ink Publishing • (800) 324-5663 • emerald@emeraldink.com

When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences

by Various Authors from the Houston Friends of IANDS Group

Fact Sheet

When Ego Dies—A Compilation of Near-Death and Mystical Conversion Experiences

Author: Various

Pages: 178 pages

Size: 5½ x 8½

ISBN: 1-885373-07-4

Publication Date: 1996, second printing 1997

Binding: Softcover perfect bind

Price: \$ 9.95

Foreword by Diane K. Corcoran, Ph.D.

Introduction by Bill Bingham, Houston Friends of the International Association of Near-Death Studies

For more information, contact **Emerald Ink Publishing**, or see
<http://www.emeraldink.com/ego.htm> or e-mail to **emerald@emeraldink.com**