

NEWS RELEASE

For Immediate Release:

Oct. 6, 2010

Contact:

**Aaron Hautala, photographer
(218) 454-3210, ext. 1**

Ad Fed member's book released nationwide

BRAINERD — “The Opposite of Cold: The Northwoods Finnish Sauna Tradition,” featuring photography by Aaron W. Hautala, an Ad Fed member from Deerwood, was recently released nationwide.

Publishers Weekly called the book, published by University of Minnesota Press, “the nonfiction star of the show” at the Midwest Booksellers Association conference.

“The Opposite of Cold,” a coffee table-style book, has 167 photos of saunas in Minnesota, Wisconsin, Michigan, Ontario and Finland and text by Michael Nordskog. Since February 2008 Hautala and Nordskog have worked to capture the importance and beauty of sauna culture, visually and literarily.

“We tried to lock into the historic legacy of the Finnish sauna tradition. It was a nice opportunity to do this on behalf of the Finnish people,” Hautala said. “This book is one of the most meaningful things I could do to give back to my parents and grandparents.”

After growing up enjoying Saturday evening saunas in his Iron Range hometown of Gilbert, Hautala is now creative director and owner of RedHouseMedia, a Brainerd-based advertising agency.