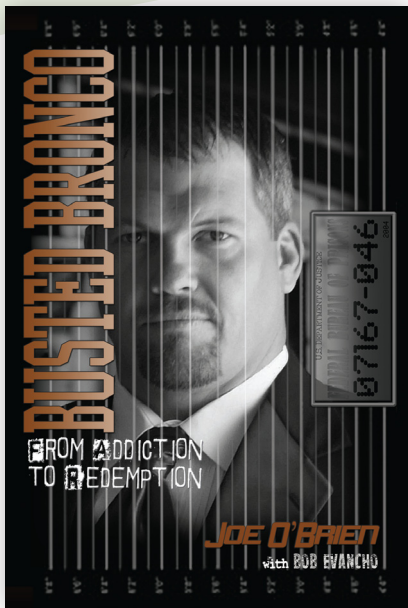


FOR IMMEDIATE RELEASE



P.O. Box 5630, Helena, MT 59604
800.821.3874 • fax 406.443.5480

Linda Netschert

linda.netschert@farcountrypress.com, 406-422-1260

Sue Johnson

sue.johnson@farcountrypress.com, 406-422-1256

Elizabeth Lyons

elizabeth.lyons@farcountrypress.com, 406-422-1254

BUSTED BRONCO:

From Addiction to Redemption

BY: Joe O'Brien and Bob Evancho

PUBLISHED BY: Bootleg Books

RELEASE DATE: July 2011

SPECS: 192 pages, 6 x 9, perfect bound

ISBN 13: 978-0-9658911-1-0

PRICE: \$14.99

“With about 30 guns pointed at my head, a cop approached the car. The revolver in her hands shook violently as she ordered me out. I sat there stunned, staring in disbelief down the barrel of her gun. She was trembling so hard I thought her weapon might go off. My next thought was, ‘Please, lady, shoot me. Get it over with. Pull the trigger.’”

—Joe O'Brien discussing his 2003 arrest in
Busted Bronco: From Addiction to Redemption

FORMER BOISE STATE STAR, MONTANA STATE COACH SHARES STORY OF ADDICTION

Nearly five years have passed since Joe O'Brien's release from federal prison. It's been almost eight years since his shocking arrest on drug charges while he was the assistant head football coach at Montana State University.

This fall will mark the seventeenth year since O'Brien earned first-team All-America and Big Sky Defensive Player of the Year honors and helped lead Boise State to the NCAA Division 1-AA national championship game.

Since O'Brien's 2003 arrest and 2004 conviction and imprisonment for his involvement in a methamphetamine ring, the story behind his stunning downfall has been the source of much conjecture and speculation.

Now, for the first time, O'Brien tells his story and sets the record straight in a deeply personal memoir he co-authored with writer Bob Evancho titled *Busted Bronco: From Addiction to Redemption* (Bootleg Books, \$14.99).

O'Brien's is a raw and powerful account of his battle with substance abuse and his eventual recovery.

He explores his disjointed and dysfunctional upbringing and sometimes violent and unlawful behavior. O'Brien details his involvement in the meth ring that led to his arrest, and he discusses his conviction and twenty-eight-month imprisonment. O'Brien also shares how he ultimately triumphed over the demons that have haunted him throughout his life.

Boise sportscaster Tom Scott and Jennifer Starks, a former sports writer who wrote a feature article on O'Brien in 2009 in the Contra Costa Times of California, read parts of the book prior to its publication.

“It will be a doozy,” said Scott of *Busted Bronco*. “O’Brien’s early childhood in Pittsburg, California, was stunningly rough. O’Brien’s substance abuse began in junior high. He turned to drugs in high school and started living what he calls ‘The Lie,’ something that extended all the way through his charismatic playing days at Boise State—and worsened during what appeared to be a promising coaching career. Let’s just say he goes into excruciating detail in the book.”

Starks called her article about O’Brien one of the more fascinating stories she has ever written. “It stays with you,” she said.

“It’s impossible to meet Joe and hear about what he’s endured—the trying childhood in Pittsburg, the storied collegiate career at Boise State, and the questionable decisions that nearly derailed everything—and not be impacted. My editor at the time called Joe’s story ‘gripping’; that’s exactly what it is.”

O’Brien says, “I decided to write this book about my addiction and other personal struggles to help others learn from my mistakes. I don’t want anyone to go through what I went through. I especially want to share my story with young adults who might be dealing with substance abuse or other demons,” he writes in the book’s final chapter.

“My message is simple: whether it’s through counseling, finding your faith, or simply going to someone who cares, there are solutions to seemingly hopeless situations,” O’Brien explains. “At various times I thought my circumstances were beyond help—that there was no escape from the despair, misery and loneliness I had inflicted on myself. I was wrong; there is a way out, and there’s help for everyone. But you’ve got to ask.”

Busted Bronco: From Addiction to Redemption is available at local bookstores and gift shops, through online retailers, or from distributor Farcountry Press at 1.800.821.3874, www.farcountrypress.com.

About the Authors



Joe O'Brien grew up in Pittsburg, California, where he was a standout student and a three-sport star in high school. He played football at Santa Clara University and Boise State University. In 1994, his senior year at BSU, he was a first-team Division 1-AA All-American defensive end and the Big

Sky Defensive Player of the Year. O'Brien played professional football from 1995-98. He worked as an assistant football coach at BSU, Northern Arizona University and Montana State University. O'Brien owns a construction business in Great Falls, Montana, where he lives with his wife, Gracie.



Bob Evancho has written three other books. He is the co-author of *Pokey: The Good Fight* and *Elegant Soul: The Life and Music of Gene Harris* as well as the writer/editor of *Ida Tours the 44: A Book of Idaho's Counties*. He was also a contributing writer/editor

to three books published by Boise State University and has won numerous writing awards. Originally from Detroit, he received a bachelor's degree from Grand Valley State in Michigan and a master's degree from Boise State. He and his wife, Sue, live in Boise, Idaho.

For an interview, contact the authors at:

Joe O'Brien, (406) 788-0269, joe14obrien@yahoo.com

Bob Evancho, (208) 375-7662, bobevancho@cablone.net

About Distributor Farcountry Press

Formed in 1980 and based in Helena, Montana, Farcountry Press is an award-winning publisher of softcover and hardcover color photography books, children's series, guidebooks, cookbooks, and regional history titles nationwide.

Farcountry Press also distributes books for several publishers, including Northern Rockies Publishing, University Pride Publishing, and Sweetgrass Books, Farcountry's custom-publishing division.

www.farcountrypress.com, 800.821.3874

For a press kit (cover image, interior photos, review copy), contact Linda Netschert, 800.821.3874, linda.netschert@farcountrypress.com.