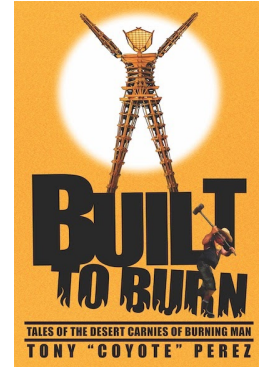


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Contact: Andie Grace, Burning Man Publishing
(415) 505-1350 / andie.grace@burningman.org



**BUILT TO BURN: TALES OF THE
DESERT CARNIES OF BURNING MAN**

New book reveals wild and wooly early days of world-famous cultural festival

When Tony Perez first came to Burning Man, it was on a whim, as a “hell, why not?” drug-fueled odyssey, hurtling through the night from San Francisco to the Black Rock Desert with nothing but a backpack and only the faintest idea of what might lie ahead. Life as a disenchanting blues musician in San Francisco found him lonely and detached; he was called to the notion of an adventure, and he got it—one that would lead him not quite to the gates of Hell, but a reasonable facsimile, as his first trip to Burning Man set him on a path that would change the course of his life forever.

In his new book ***Built to Burn: Tales of the Desert Carnies of Burning Man*** (Burning Man Project, July 29, 2020), Perez highlights that fateful trip to help build the event known as Burning Man, on a high, hot desert plain in the middle of nowhere, Nevada. Thrust headlong into a ragtag work crew of clowns, carnies and cowboys, he is assigned to swing sledgehammers and shovel manure for the organizers of the tiny underground event, one of the earliest workers in a cadre that would eventually become Black Rock City’s Department of Public Works.

An essential Burning Man origin story, ***Built to Burn*** chronicles the wild uncertainty and creative chaos of the early days in the desert, when the event’s future was under constant threat and the organizers were making everything up as they went along. It’s a tale of struggle and survival, of friends made and friends lost, as Coyote and his misfit crew battle raging storms, crazed livestock, angry townsfolk and each other, locking horns with the real-life cowboys, Indians, outlaws and outcasts of Nevada’s high desert frontier.

Told with wry humor and a bit of cowboy philosophy, ***Built to Burn*** invites the reader to experience Burning Man as it was before it got civilized, when it was as wild and untamed as anything out of the Old West.

The first-ever book published by Burning Man Project, ***Built to Burn*** is available online in paperback and ebook format, wherever books are sold. An audiobook is also in production for release in winter 2020.

About the Author

Tony "Coyote" Perez came to San Francisco from Kalamazoo, Michigan in 1979, and forged a living as a singer and sax player for over a decade before he started building the cities of Burning Man in 1996. He soon became the City Superintendent of Black Rock City (BRC), supervising the construction of the city’s infrastructure, and was part of the founding management of its Department of Public Works. Long considered the "Bard of the Desert," he works year 'round for Burning Man, and was the first recipient of its Storytelling Fellowship for his many tales of the history and the inner workings of the event and its culture. He lives in San Francisco with his wife and twin sons. Find him online at <http://tonycoyoteperez.com>.

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