

# PR BY THE BOOK

## About Creek Stewart Author of *Build the Perfect Bug-Out Bag*

Creek Stewart is no stranger to living off the grid.

The author and survival specialist became an Eagle Scout at 14, and taught his very first survival class at age 21.

"It was to help pay for college, and I taught it on my parent's farm," says Stewart. Fifteen years later, he owns a 10,000 square foot survival lodge and training facility: Willow Haven Outdoor, sitting on 21 acres in Central Indiana.

There, Stewart teaches regular clinics to individuals, families, and corporate groups to ready them for sudden survival scenarios, from natural disasters to terrorist attacks.



Unlike extreme life-or-death circumstances, Stewart knows that people learn more when they are comfortable. That's why his new book ***Build the Perfect Bug-Out Bag: Your 72-Hour Disaster Survival Kit*** (Betterway Home, May 2012) addresses three different levels of survivalists – expert, average, and novice – and courses at Willow Haven Outdoor range from focused survival kit preparation, to longer "Survivacation" trips, where guests camp or lodge for three days learning modern and primitive wilderness skills.

"Things like knowing how to start a fire, how to build a temporary shelter, or even just sharpening your knife are all crucial skill sets to possess," says Stewart. "In addition to outdoorsy types who are eager for this kind of hands-on training, I also see lots of families who take our courses together, both as a precaution and because it's fun."

A contributor to the popular lifestyle blog *The Art of Manliness*, Stewart penned an article in March of 2011 that quickly went viral, generating thousands of page views and social media shares. The piece focused on building a 72-hour emergency survival kit, and prompted a publisher to contract him for an expanded guidebook on the kit – a "bug-out bag," as it's known in bushcraft circles. In ***Build the Perfect Bug-Out Bag***, Stewart shares a step-by-step guide to creating a bag of your own, addressing the basics – how to prepare a three-day supply of food and water – as well as surprising yet frequently asked questions he hears in clinics: how to prepare a kit for your pet, how to survive the urban wilderness, etc.

"Survival is not a question of if, but when," says Stewart. "I wrote this book so that everybody, no matter their wilderness skill level, could have the tools necessary to prepare themselves."

**CREEK STEWART** has consulted with individuals, corporations, non-profits and government agencies across the U.S., and frequently provides on-air commentary on the topic of survival preparedness. For more information, visit [WillowHavenOutdoor.com](http://WillowHavenOutdoor.com).

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