

# BRING SECRET IDENTITIES TO YOU

The editors and contributors of the pioneering Asian American graphic novel collection **SECRET IDENTITIES: THE ASIAN AMERICAN SUPERHERO ANTHOLOGY** are available to come to your **school, company or organization!** Book them now for the **SECRET IDENTITIES LAUNCH TOUR 2009 (Asian Pacific American Heritage Month—April / May 2009)** and **save money** by leveraging existing travel arrangements. Current tour cities include:

- Austin, TX
- Chicago, IL
- Boston, MA
- Seattle/Tacoma, WA
- Raleigh-Durham, NC
- Baltimore, MD
- Los Angeles, CA
- San Francisco, CA
- San Diego, CA
- New York, NY

Three different tour packages are available. All include **discounted rates** on purchases of the **SECRET IDENTITIES book** (standard rate: \$21.95 plus tax; discounted rate: **\$20 per signed book with limited-edition bookplate**, or **\$17 each** for bulk orders of **10 or more** at a time, plus shipping)

## The Full SECRET IDENTITIES Experience

Price: **\$6000 + travel/lodging**

Four SECRET IDENTITIES editors or contributors (see bios) to lead activities over the course of **one full weekday or one weekend**, including **one** of the following:

- **Panel discussion:** An hour-long discussion of Asian American stereotypes, media representation and "invisible history" using SECRET IDENTITIES as a jumping-off point (see **New York Comic-Con 2009 panel video** here as an example: <http://blip.tv/file/1837940>)
- **Classroom presentation:** An hour-long presentation plus guided discussion using the SECRET IDENTITIES lesson plans available for free download at [secretidentities.org](http://secretidentities.org)
- **Keynote speech:** A 30 to 60 minute auditorium format speech plus Q&A by SECRET IDENTITIES editors on any topic related to the book

AND **one full SECRET IDENTITIES interactive workshop**, 60 to 90 minutes in length—choose from either:

- **IMAGINARY ICONS: Using superheroes to explore Asian American identity**  
The narrative of the superhero incorporates concepts like multiple identity, cultural dislocation, social exclusion, conflicts between expectations and performance, and the concept of "different" as both



SECRET IDENTITIES ON TOUR

SECRET IDENTITIES: THE ASIAN AMERICAN SUPERHERO ANTHOLOGY

Top to Bottom: 1. The book's cover; 2. From the book's preface: A parody of the first issue of THE X-MEN, conceived by editor-in-chief **Jeff Yang** and rendered by senior artist **Jeff Castro**



empowering and alienating. Presenting examples of these ideas as depicted in the pioneering graphic novel collection *SECRET IDENTITIES: The Asian American Superhero Anthology* and in mainstream superhero comics, the editors of *SECRET IDENTITIES* guide teams of participants through the process of creating original superhero characters that organically and authentically relate to the Asian American experience, then lead a discussion about the places these heroes come from. **At the conclusion of the workshop, a *SECRET IDENTITIES* artist will render a professional sketch of the hero that best expresses the concepts of the workshop, which can be presented to a randomly drawn participant or used in a charity auction or other activity.**

- Educational and entertaining
- Best for mixed audiences, younger audiences and as part of a larger conference
- Can be readily integrated into a classroom setting

▪ **ALTERNATE REALITIES: Re-Imagining America Through the Lens of Graphic Fiction**

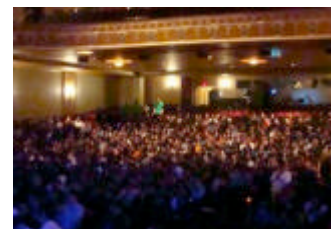
What if the U.S. were originally colonized by its first explorers—the Chinese? What if Japan had never attacked Pearl Harbor? What if masked marvels and caped crusaders were a matter of fact, not fantasy? Jumping off from the "shadow history" presented in the new graphic novel collection *SECRET IDENTITIES: The Asian American Superhero Anthology*, editors will use the conventions of comic book continuity to frame exercises that consider how the world--and our own lives--might be different if major historical events had taken a different path. In the second half of the workshop, writers and artists will be put into teams to collaborate in creating and presenting outlines of graphic short stories set in these new imagined realities. **Participants should bring samples of their artwork or writing (sequential or otherwise).**

- Provocative and challenging
- Best for creative audiences, older audiences (college/corporate), and as free-standing half-day activity (additional costs may apply)
- Ideal for innovation/scenario-planning/brainstorming purposes beyond Asian American communities; ideal for marketers, insights teams, new product development groups and strategic planners

**SECRET IDENTITIES Interactive Workshop**

**Price: \$3000 + travel/lodging**

Two *SECRET IDENTITIES* editors and/or contributors (see bios) to present and lead one of the two workshops above with a group of up to 75 participants. **Watch full highlights video** here: <http://blip.tv/file/1845546>



**SECRET IDENTITIES ON TOUR**

**SECRET IDENTITIES KEYNOTE at ECAASU 2009:**

**Top to Bottom:**  
 1. Managing editor **Parry Shen**, art director **Jerry Ma**, and education and outreach editor **Keith Chow**; 2. video clips and visual presentation; 3. a packed house 4. Ma, Shen, Chow, and editor-in-chief **Jeff Yang** pose with a copy of the book (photos: David Chau)



## SECRET IDENTITIES Presentation

Price: \$1500 + travel/lodging

One SECRET IDENTITIES editor to give an hour-long presentation on the book and the issues behind it, with PowerPoint deck and Q&A.

- Note:** For presentations not requiring significant travel or an overnight stay by the presenter (available locations: **New York, Baltimore/DC, Los Angeles** areas), pricing for this level of tour package is negotiable to substitute a portion of the base cost with a **GUARANTEE** of a minimum number of book sales (e.g., \$1000 + minimum sales of 50 books; \$500 + minimum sales of 100 books); books may be preordered in bulk or sold on-site, but any copies less than the agreed-upon minimum must be purchased by the sponsoring organization(s)

### FOR MORE INFORMATION, SEE:

The SECRET IDENTITIES Website: [www.secretidentities.org](http://www.secretidentities.org)

The SECRET IDENTITIES Blog (updated weekly): [secretidentitiesbook.blogspot.com](http://secretidentitiesbook.blogspot.com)

SECRET IDENTITIES "Motion Comics": [youtube.com/user/SecretIdentAnthology](http://youtube.com/user/SecretIdentAnthology)

SECRET IDENTITIES Video Event Recaps: [secretidentities.blip.tv](http://secretidentities.blip.tv)

## PRAISE FOR SECRET IDENTITIES!

"Beyond awesome! . . . This book made me feel like I could leap over tall buildings in a single bound."

—MARGARET CHO

"Criminally overdue, but well worth the wait, *Secret Identities* is a treasure trove of an anthology. These stories are as rousing, uplifting, tragic, and funny as our deepest secret fantasies."

—DWAYNE MCDUFFIE, founder of Milestone Comics and writer of *Justice League of America*

"Wowee!!! The superheroes exploding out of the pages of *Secret Identities* are mind-blowing! As a kid who grew up on comics in the '40s and '50s, for the first time in my life, I recognized, identified, and became a comic book hero."

—GEORGE TAKEI

"As a comics fan, I had a great time reading all the fabulous tales; as an Asian American comics professional, I am more than a little in awe of the amazing talent assembled here between these covers."

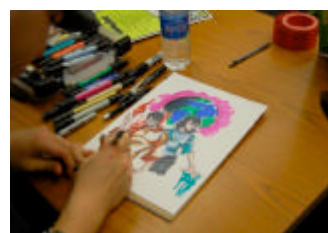
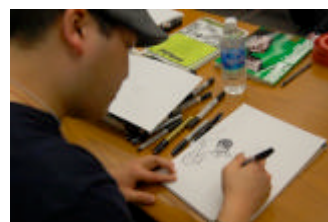
—JIM LEE, founder of WildStorm Comics and artist of *Batman: Hush*

"These Asian American superheroes knocked me out! I wish I had known these superheroes when I was a kid—I'd have traded my entire comic book collection for this butt-kicking, death-defying, and brilliant anthology."

—HELEN ZIA, author of *Asian American Dreams: The Emergence of an American People*

Good fiction opens a window into truth. And really good fiction opens a window into truths you haven't seen or thought of or understood before. This book is a new window on a rarely seen side of the American experience. Take a look through it. You'll be surprised.

—Walter Simonson, writer/artist of *Manhunter, Thor, and Orion*



SECRET IDENTITIES WORKSHOP at ECAASU 2009:

Top to Bottom:  
1. Leading a guided discussion on the issues behind the book;  
2. sketches of original Asian American superhero concepts created by workshop participants;  
3. SECRET IDENTITIES art director Jerry Ma sketches the winning concept;  
4. the inked and final sketch (photos: Emily Chan)



Secret Identities has hit upon one of those truths that feels surprising only because no one thought of it sooner: that our culture's superhero template dovetails uncannily with Asian American issues and identity.

—David Henry Hwang, Playwright – M. Butterfly, Golden Child

These artists show how we can be funny and witty and profound all at once, turning stereotypes inside out and upside down to create new images that empower individuals to write the scripts of their own lives. A classic on the level of Maus and The Dark Knight Returns, this is a comic book every Asian American teenager needs to read, every Asian American adult should buy, and every person of any background will appreciate.

—Frank H. Wu, author of Yellow: Race in America Beyond Black and White

This book will acquaint new audiences to the Asian American experience, and inspire younger generations to explore their own history, identity and culture.

—Irene Hirano Inouye, executive advisor, Japanese American National Museum

The trope of the mask and disguise works well when representing Asian Americans... as does the notion that we can choose our own masks to wear and remove at will.

—Elaine H. Kim, Professor of Asian American Studies, UC Berkeley

At long last, the Asian American superheroes I've always wanted. Make no mistake, these are geeky comic book stories. But they're OUR geeky comic book stories. And that makes all the difference.

—Phil Yu, AngryAsianMan.com

## ABOUT THE BOOK

### Secret Identities: The Asian American Superhero Anthology

Edited by Jeff Yang, Parry Shen, Keith Chow, and Jerry Ma

A groundbreaking graphic collection that explores Asian American culture, identity, and history through all-new superhero comics

There's this guy we know—quiet, unassuming, with black hair and thick glasses. He's doing his best to fit in, in a world far away from the land of his birth. He knows he's different, and that his differences make him alien, an outsider—but they also make him special. Yet he finds himself unable to reveal his true self, his hidden self, to the world...

For many Asian Americans, this chronicle is a familiar one, because many of us have lived it. But it also happens to be the tale of a mild-mannered reporter named Clark Kent, better known to the world as **Superman**. And the parallels between those stories help explain why Asian Americans have become such a **driving force** in the contemporary comics renaissance, as artists, writers—and fans. But there's one place where Asians are still underrepresented in comics: **Between the four-color covers themselves**. That's why, in **SECRET IDENTITIES**, top Asian American writers, artists and comics professionals have come together to create **26 original stories** centered around **Asian American superheroes**; stories set in a **shadow history** of our country, from the opening of the West to the election of the first minority president, and exploring ordinary Asian American life from a decidedly extraordinary perspective.

Entertaining, enlightening and more than a little provocative, SECRET IDENTITIES blends whiz-bang action, wry satire and thoughtful commentary into a groundbreaking anthology about a community too often overlooked by the cultural mainstream.

**IN STORES NOW!**

**Format:**  
paperback

**Trim:**  
8 x 10  
200 pages  
(B&W with 8-page color gallery)

**\$21.95**

**ISBN:**  
978-1-59558-398-7

**Retailers:**  
SECRET IDENTITIES is available through **Diamond Comics Distributors**  
**Item Code:**  
JAND94645





## ABOUT THE EDITORS

### JEFF YANG, Editor in Chief

A self-acknowledged geek of all trades, **Jeff Yang** began reading comics with the venerable "G.I. Joe" series created by Larry Hama, and quickly moved on to the stories of men (and women) in tights made available by the twin titans, DC and Marvel. He became a "double-buy" guy in high school, purchasing two copies of particularly collectible issues—one for reading, one for storing away mint. Although the discovery of girls led to a brief comics-free interlude his senior year, he reconnected with comics during college, and has never been unfaithful again. Yang founded and was editor and publisher of the pioneering Asian American periodical **aMagazine** for over a dozen years. He has written for a wide range of publications, from **Spin** to **Vibe** to **Mademoiselle**, and has been a columnist and featured contributor for the **Village Voice**, the anime/manga magazine **Animerica**, and the comics and gaming magazine **Flux**, as well as **SFGate**, the website of the **San Francisco Chronicle**, where he currently writes the biweekly column "Asian Pop." He has also written three books—"Eastern Standard Time" (Houghton Mifflin); "I Am Jackie Chan: My Life in Action" (Ballantine, the action icon's official autobiography); and "Once Upon a Time in China" (Atria/Pocket Books)—and can be seen on **VH1** and heard as a special correspondent on New York's flagship NPR station, **WNYC**.

Somewhere along the line, he managed to convince the former Ms. **Heather Ying** to marry him. She does not hyphenate her name. Heather and Jeff have two sons, **Hudson** and **Skyler**, and reside in Park Slope, Brooklyn, New York. Read his column at: <http://www.sfgate.com/columns/asianpop/archive/>

### PARRY SHEN, Managing Editor

In 1987, after satisfyingly re-reading (and then carefully re-bagging) all 12 issues of Marvel's "Secret Wars", **Parry Shen** firmly declared to his parents, "Man, I'll never stop reading comics". To which they assured him, "Don't worry—you'll grow out of it." However, seven years later, Parry was delving in the editorial side at Marvel Comics—specifically on the "**Beavis & Butthead**" book. This was a time where Parry's grammar got "badder" after having to answer fan mail in the "voices" of the troubled youths in every issue. But times were tough at Marvel and Parry switched gears to telling stories in front of a camera. Although he's had prominent roles in Paramount's "**Better Luck Tomorrow**", Columbia Pictures', "**The New Guy**", slasher flick "**Hatchet**" and cyberpunk feature "**The Gene Generation**," along with shows: "**Thief**", "**Tru Calling**", "**Veronica Mars**" and "**Without a Trace**"—those that know him best understand why his personal favorite is a minor gig on "**Spider-Man 2**." The background male Chinese voices in that scene with Peter and MJ in Chinatown? Yep, all Parry. He's been profiled on "**Entertainment Tonight**" and "**Extra**" as well as in **Rolling Stone**, **People Magazine**, **The LA Times** and **The Wall Street Journal**. "Secret Identities" is Parry's return into a medium that initially sparked his imagination and love for storytelling over two decades ago.

He resides in Southern California with his wife **Kim** and daughters **Avery** and **Kori** (whose first outfits were custom-made, pink and white Supergirl Onesies!). More at: [www.parryshen.com](http://www.parryshen.com)



Jeff Yang



Parry Shen

(images by  
Jef Castro)



**KEITH CHOW, Editor at Large**

Keith's love for comics likely began as a small boy in the kitchen of Luray, Virginia's Brown's Chinese American Restaurant. There, his father Kenny read to him the classic Hong Kong humor strip, Lo Fu Ji (pinyin: Lao Fu Zi; English: Old Master Q). Unfortunately, once Keith started school, he forgot how to read Chinese, but never forgot the impact sequential art had on his young mind. Later, Keith graduated to other comics like Captain Carrot and G.I. Joe. The one constant, though, was always the World's Finest: Batman & Superman. According to his mother, the first picture Keith ever drew was a highly detailed rendering of Bats and Supes taking on giant robots. But, much like his Chinese, Keith's skills as an artist quickly diminished as well. As an undergraduate at Old Dominion University in Norfolk, Virginia, Keith founded the still-thriving **Asian Pacific American Student Union (APASU)** and was named Multicultural Student Services' Innovator of the Year in 2000. College was also the first time Keith's knowledge of comics paid off when his poem **A Lonely Night in Gotham City** earned the school's Sigma Tau Delta prize for poetry in 1996. His poetry has also appeared in the **Asian Pacific American Journal** and the **Powhatan Review**. For several years, Keith was a high school English teacher and freelance writer for Wizard Entertainment's **ToyFare Magazine**. From 2004 through 2008, he was the Education Specialist at **Diamond Comic Distributors**.

He recently returned to freelance writing after the birth of his lovely daughter **Keina Kojima Chow** on July 3, 2007 to his equally lovely wife, **Natsuko**. They live in Baltimore, MD. More at: [lckblogging.blogspot.com](http://lckblogging.blogspot.com)

**JERRY MA, Art Director**

So here's the setup: Two brothers are sitting at home watching cable TV on their couch. "Man...why is it whenever I watch a movie...all the Asian characters are either female prostitutes or male sidekicks that know how to pop a kick? Why are Asian people never portrayed in a cool way?" "Yeah. I mean, we don't even get our version of **'Boyz N the Hood.'**" "Man...we should make a comic about some urban Asian guys that have style. And could be masculine and tough, but not have to use martial arts to do it. And the crazy thing about our comic would be that the Asian girl would actually be with an Asian guy. I mean...have you ever seen that in a movie?" "What would we call it?" "Something cool...something like...**BURN.**" Since that conversation, Jerry became one of the first creators on **Digital Webbing Presents**, where his graphic short story **BURN** evolved into an acclaimed self-published indie title, leading Jerry to launch the indie comics studio **Epic Proportions** along with his brothers and a few talented friends. To support his passion, Jerry has used his graphic skills to design clothes, illustrate magazines, and design characters for cartoons—but with **SECRET IDENTITIES** Jerry has finally come full circle to his first love, comics.

Jerry lives in New York, NY. More at: [www.epicprops.com/blog](http://www.epicprops.com/blog)



Keith Chow



Jerry Ma

(images by  
Jef Castro)



## NOTABLE CONTRIBUTORS



### COMICS

**Cliff Chiang** (artist, "Green Arrow/Black Canary" for DC Comics)

**Bernard Chang** (artist, "Iron Man" and "Wonder Woman")

**Ming Doyle** (artist, "Comic Book Tattoo" and "Outlaw Territory")

**Larry Hama** (creator, "G.I. Joe")

**Hellen Jo** (creator, "Jin & Jam")

**Kazu Kibuishi** (editor, Image's "Flight" anthology; creator, Scholastic's "The Amulet")

**Alex Joon Kim** (Xeric Award-winning artist, "Wall City")

**Greg LaRocque** (artist, "Legion of Super Heroes" and "The Flash")

**Sonny Liew** (artist, Vertigo's "My Faith for Frankie" and editor, Image's "Liquid City")

**Dustin Nguyen** (artist, "Detective Comics" for DC Comics)

**Christine Norrie** (artist, "Black Canary Wedding Special" and creator of "Breaking Up")

**Greg Pak** (writer, "Planet Hulk", "World War Hulk", "Skaar - Son of Hulk")

**Billy Tan** (artist, "New Avengers")

**Tak Toyoshima** (creator, first Asian American strip for United Feature Syndicate "Secret Asian Man")

**Francis Tsai** (artist, "Marvel Comics Presents" and "Heroes for Hire")

### LITERATURE

**Clarence Coo** (playwright, "Removing the Glove")

**Jamie Ford** (author, "Hotel on the Corner of Bitter and Sweet," Ballantine/Random House)

**Gene Yang** (author/artist, "American Born Chinese" - National Book Award finalist, Best Book of the Year "Publisher's Weekly," "San Francisco Chronicle," "School Library Journal," amazon.com, NPR Holiday pick, 2007 Michael L. Printz Award winner)

### FILM/TV

**Keiko Agena** (actress, "Gilmore Girls" and "Major Movie Star")

**Lynn Chen** (actress, "Saving Face" and "Lakeview Terrace")

**Tanuj Chopra** (director, "Punching at the Sun")

**Kelly Hu** (actress, "X2 X-Men United" and "The Scorpion King")

**Mike Kang** (director, "The Motel" and "West 32<sup>nd</sup>")

**Sung Kang** (actor, "Better Luck Tomorrow" and "Fast and the Furious Tokyo Drift")

**Yul Kwon** (winner, "Survivor Cook Islands")

**Leonardo Nam** (actor, "Sisterhood of the Traveling Pants")

**Dustin Tri Nguyen** (actor, "21 Jump Street" and "Finishing the Game")

### PLUS:

Jimmy Aquino

Jeremy Arambulo

A.L. Baroza

Jef Castro

Johann Choi

Ted Chung

John Franzese

Erwin Haya

Martin Hsu

Nick Huang

Tiffanie Hwang

Benton Jew

Kripa Joshi

Ian Kim

John Kuramoto

Chi-Yun Lau

Daniel Jai Lee

Alexander Shen

Anuj Shrestha

Raymond Sohn

Japson Sperber

Vince Sunico

Anthony Tan

Alex Tarampi

Jonathan Tsuei

Glenn Urieta

Paul Wei

Ken Wong

Walden Wong

Anthony Go Wu

