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News

**Gorillas heading for the IDS**

UPDATED October 5, 2010, 10:07am

Web Only UPDATE

BY SARAH MCKENZIE

If you're passing through the IDS Crystal Court during your lunch hour tomorrow, you might spot some gorillas.

A flash mob of people dressed as "professional" gorillas, including Rainforest Cafe founder Steven Schussler, plan to descend on the Crystal Court at noon to promote Schussler's new book, "It's a Jungle in There — Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring."



Steven Schussler

Schussler's book reflects on some of his zaniest experiences in the business world, provides tips to aspiring entrepreneurs and encourages people to give back to charitable causes. All of the proceeds from "It's a Jungle in There" will go to the Smile Network, an organization based in the North Loop neighborhood that provides reconstructive surgeries for impoverished children all over the world. Schussler is one of the founding members of the nonprofit, which is led by Kim Valentini.

When asked for insights about what makes a successful entrepreneur, Schussler said it's important to pay attention to detail, be passionate and unrelentingly positive, appreciative of colleagues and charitable.

As for keeping up the energy, he said he talks to himself a lot: "You got to stay upbeat and ahead of the curve."

The book launch in the Crystal Court, 80 S. 8th St., will feature a book signing, gourmet treats, gorilla masks for sale and live entertainment by Tom Hunter. WCCO-TV anchor Frank Vascellaro will be the masters of ceremony.

Schussler will also speak at an event at Barnes & Noble, 801 Nicollet Mall, from 6–6:15 p.m. There will be a book signing fundraiser from 4:30–8 p.m. with free champagne and appetizers.

The book will be available at many area retailers, including Twice the Gift in the Crystal Court. For more information, click [here](#).

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UPDATED October 6, 2010, 1:16pm

BY GREGORY J. SCOTT

[1 Comment](#)

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BY GREGORY J. SCOTT



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