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**Mascot Books Scores with *Hello, Duke Dog!*
—Author and Duke Dog to Sign Books at JMU Homecoming Game—**

New York, NY (October 10, 2006)—Mascot Books, Inc., the leading publisher of children's sports books, has teamed with James Madison University to produce *Hello, Duke Dog!* Written by Mascot Books president Aimee Aryal as part of a series of high-quality children's books geared toward college sports fans, *Hello, Duke Dog!* follows JMU's mascot on a tour of campus – with stops at several landmarks – culminating at the football stadium for a big game. The book is illustrated by Justin Hilton. *Hello, Duke Dog!* will be released October 21, and can be purchased for \$14.95 wherever books are sold and at www.mascotbooks.com.

On Saturday, October 21, author Aimee Aryal and Duke Dog will be on hand at JMU's Homecoming Weekend to sign the first copies of *Hello, Duke Dog!* JMU fans and Duke Dog lovers of all ages are invited to attend the signing from 12 noon to 2:00 p.m. in the JMU Bookstore.

"Featuring James Madison University's beautiful campus and celebrated mascot, *Hello, Duke Dog!* encourages school spirit," says Aryal.

Hello, Duke Dog! is expected to be one of the hottest-selling children's books in Virginia this holiday season. "This one of our most requested new titles, following the success of books for Virginia Tech and UVA," said Aryal.

Aimee Aryal is a leading author and publisher of children's sports books with nearly 60 successful titles. Aryal's first title, *Hello, Hokie Bird!*, features the mascot of alma mater Virginia Tech. *Hokie Bird* sold out of its first print run in three months and was soon followed by titles for major universities throughout the U.S. In 2006, Aimee led Mascot Book's expansion into professional sports by establishing deals with Major League Baseball, the National Basketball Association and the National Hockey League. Also in 2006, Aryal launched the "Cort the Sport" line encouraging good sportsmanship among young readers.

Founded in 2003 after Aimee Aryal recognized a void in the sports market—children's books—Mascot Books has become a mainstay in sports publishing, reaching fans of all ages and selling 300,000 books. Partnerships with Major League Baseball, the National Basketball Association, the National Hockey League and top NCAA teams have bolstered its roster, which now includes nearly 60 publications. Its full product line, including a series focusing on the importance of good sportsmanship, can be found at all major bookstores and at www.mascotbooks.com.

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