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Mascot Books and Jerry Remy Hit Home Run with Red Sox Book for Kids

New York, NY—Mascot Books, Inc., the leading publisher of children’s sports books in the nation, has teamed up with Major League Baseball and the Boston Red Sox to produce *Hello, Wally!* by Jerry Remy. Part of a series of high-quality children’s books geared toward young—and young at heart—fans, *Hello, Wally!* features the sights and sounds of game day as captured by legendary broadcaster Jerry Remy, with illustrations by Danny Moore. *Hello, Wally!* can be purchased for \$17.95 wherever books are sold and at www.mascotbooks.com.

“Featuring Wally the Green Monster, Yawkey Way, Fenway Park and more, *Hello, Wally!* touches upon the heart and soul of the Red Sox while encouraging the love of the game in its youngest fans,” says Mascot Books founder and president Aimee Aryal.

Hello, Wally! is expected to be the hottest-selling children’s book in New England this holiday season. “We created Mascot Books to fill a void in the sports market: books for kids featuring their favorite sports teams and personalities,” said Aryal. “Wally personifies the energy and fun of Red Sox baseball.”

Fan favorite Jerry Remy has been a Red Sox Color Analyst with NESN for nearly 20 years. Remy, who played second base for the Sox from 1978 to 1985, has won four Emmy Awards, been named the Massachusetts Sportscaster of the Year by the National Sportscasters and Sportswriters Association (2004), and been voted Massachusetts’ favorite TV announcer by Sport Illustrated (2004). Remy will be inducted into the Red Sox Hall of Fame this November.

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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