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Mascot Books and Coach Beamer Team Up for Virginia Tech Kids Book

New York, NY (October 11, 2006)—Mascot Books, Inc., the leading publisher of children's sports books in the nation, has teamed up with Virginia Tech to produce *Yea, It's Hokie Game Day!* by head football coach Frank Beamer and wife Cheryl. Part of a series of high-quality children's books geared toward young—and young at heart—fans, *Yea, It's Hokie Game Day!* features the sights and sounds of game day as captured by the Beamers, with illustrations by Miguel De Angel. *Yea, It's Hokie Game Day!* can be purchased for \$17.95 wherever books are sold and at www.mascotbooks.com.

"Featuring Virginia Tech's beautiful campus, game day traditions and mascot Hokie Bird, *Yea, It's Hokie Game Day!* touches upon the heart and soul of the Hokies while encouraging school spirit in its youngest fans," says Mascot Books founder and president—and VT grad—Aimee Aryal.

Yea, It's Hokie Game Day! is expected to be one of the hottest selling children's books in Virginia 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. "Coach Beamer is synonymous with Virginia Tech football."

Coach Frank Beamer is the winningest coach in Virginia Tech football history. Currently in his 26th year as a collegiate head coach, VT alum Beamer became head football coach at VT in 1987. He is ranked third among active Division-I-A coaches in victories, with 188, and was the consensus national coach of the year in 1999. Last season, he guided the Hokies to an 11-2 record, the ACC Coastal Division title, and the Hokies' 13th-straight bowl game.

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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