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Mascot Books and Yogi Berra Hit Home Run with Yankees Book for Kids

New York, NY (October TK, 2006)—Mascot Books, Inc., the leading publisher of children’s sports books in the nation, has teamed up with Major League Baseball and the New York Yankees to produce *Let’s Go, Yankees!* by Yogi Berra. The latest in a series of high-quality children’s books geared toward young—and young at heart—fans, *Let’s Go, Yankees!* features the sights and sounds of game day as captured by legendary Yankee Berra, with illustrations by Danny Moore. *Let’s Go, Yankees!* can be purchased for \$17.95 wherever books are sold and at www.mascotbooks.com.

“Featuring Yogi Berra, Yankee Stadium, Monument Park and more, *Let’s Go, Yankees!* touches upon the heart and soul of the Yankees while encouraging the love of the game in its youngest fans,” says Mascot Books founder and president Aimee Aryal.

Dubbed "A great new children's book for Yankee fans of all ages" by Berra himself, *Let’s Go, Yankees!* is expected to be the hottest-selling children’s book in the tri-state region 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. “No one epitomizes Yankees baseball like Yogi Berra.”

Yogi Berra is a New York baseball legend—known as much for his winning personality (and “Yogi-isms”) as for his phenomenal career. During his 19 years with the Yankees, Berra won 10 World Series championships, 14 league pennants and three American League MVP titles. He was named to the American League All-Star team every year from 1948 to 1962. Later, Berra became a successful manager for the Yankees (1964, 1984-1985) and the New York Mets (1972-1975). Berra was named to the Baseball Hall of Fame in 1972.

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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