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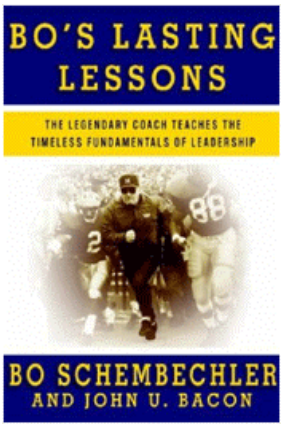
FOR IMMEDIATE RELEASE 7/29/08

Local Independent Bookstore Sports Event!

Hey Sports Fans! Football season is around the corner. Kick off the season right! Please come to a special appearance on 9/4/08 by local sports writer, radio show host, and co – author of **Bo's Lasting Lessons**: **The Legendary Coach Teaches The Timeless Fundamentals of Leadership** Mr. John Bacon. Today, he wears many hats. Mr. Bacon will be on hand to meet and greet our clients from 7-9 P.M. as we sell the both the paperback and hard cover editions of the book:



Mr. Bacon earned a honors degree in history from the University of Michigan, in 1986, and a Master's in Education in 1994. He also was awarded a Knight-Wallace Journalism Fellowship in 2005-06, where he was the first recipient of the Benny Friedman Fellowship for Sports Journalism.

He started his journalism career covering high school sports for The Ann Arbor News. Mr. Bacon continued writing with a light-hearted lifestyle column before becoming the Sunday sports feature writer for The Detroit News in 1995. He left the paper in 1999 to free-lance for some two dozen national publications. These have included feature stories on Formula One racing in Australia for *The New York Times*, on Japanese hockey for *ESPN Magazine*, and on Hemingway's Michigan summer home for *Time*. Refreshments will be available. Here is a review:

"*Bacon had the great fortune to sit down with Bo and hear story after story, lesson after lesson. Read this book and you'll feel like you were there. Outstanding!*"
-Dan Dierdorf, College and NFL Hall of Famer, NFL on CBS Analyst