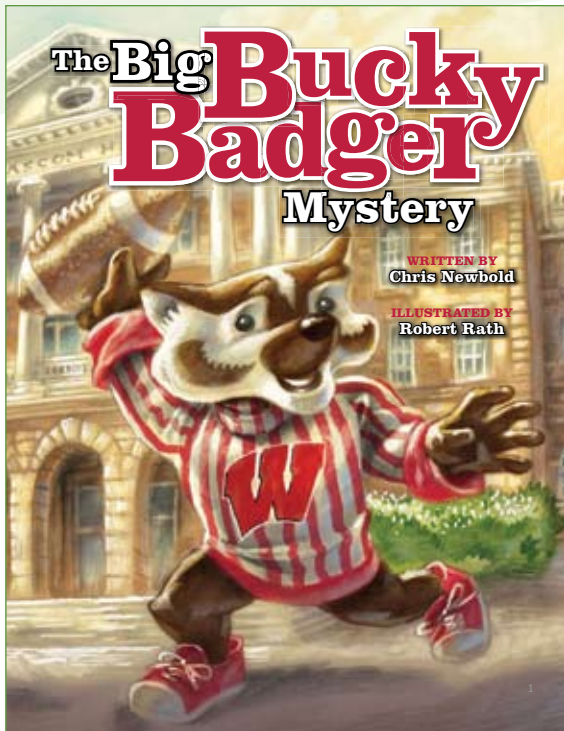


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BUCKY BADGER SELECTED FOR LIMITED EDITION CHILDREN'S BOOK MASCOT SERIES

UW Alum Living in Montana Finds Unique Way to Give Back to UW—Madison as Bucky Searches for the Lost Game-Day Football

(Missoula, MT, October 6, 2009) – Everyone's favorite University of Wisconsin mascot, Bucky Badger, leads children on an action-packed adventure around Madison in search of the lost game-day football in a new children's book written by 1993 UW–Madison graduate and Missoula, Montana resident Chris Newbold. In *The Big Bucky Badger Mystery*, Bucky visits all of Madison's most beloved landmarks, including Lake Mendota, the Memorial Union Terrace, the Wisconsin Capitol, the Henry Vilas Zoo, and Babcock Hall to solve the mystery of the missing game-day football.

"The best part of the book is that the illustrations absolutely bring Bucky to life. Children will feel like they are step-in-step with Bucky as he races around Madison and the UW campus. Despite many miles and years since my graduation from UW-Madison, I can still feel that sense of campus and community pride that will also

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THE BIG BUCKY BADGER MYSTERY

WRITTEN BY: Chris Newbold

ILLUSTRATED BY: Robert Rath

PRODUCED BY: University Pride Publishing

PUBLICATION DATE: October 2009

SPECS: 32 pages, 8½ x 11", hardcover, color illustrations

ISBN 13: 978-0-9841196-1-5

PRICE: \$21.95

be felt by children of all ages as they experience Bucky's adventure right along with him," explained Newbold.

The book idea arose after Newbold's wife, Jennifer, who authored a similar book about University of Montana mascot, Monte, in 2008. Her first children's book, *The Great Monte Mystery* was an unqualified success, selling out its first run of 3,000 books in less than a week, which immediately necessitated a second run. Its success got her husband, Chris, thinking.

"When folks at the Collegiate Licensing Company [who administer trademark protections for most major U.S. universities] were heaping praise on the book, its quality, and its incredible illustrations, it really got me thinking . . . what a great way to give back to the University of Wisconsin. The loyalty and interest in Bucky Badger is incredible, as evidenced by his 17,000 fans on Facebook alone!" said Newbold. "*The Big Bucky Badger Mystery* represents the pride I have in UW–Madison, the uniqueness of Bucky, and the spirit of the Madison community. It was a lot of fun to produce, and it'll be something the children of Wisconsin will enjoy reading time and time again."

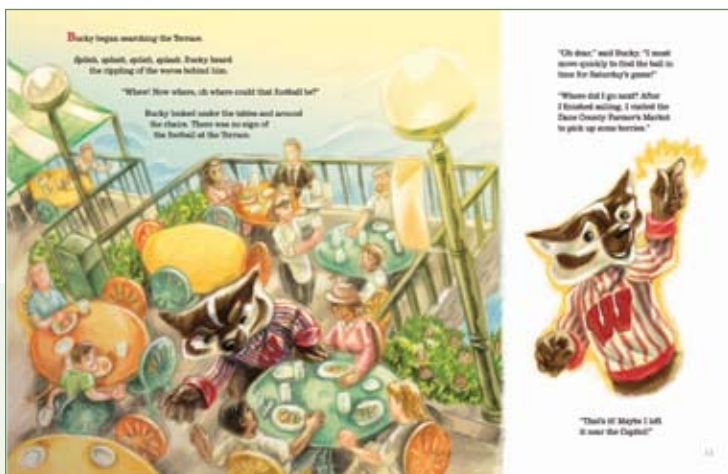
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The Big Bucky Badger Mystery will be officially released on October 8 in conjunction with homecoming. The book appeals to children of all ages but is primarily targeted to toddlers through age 8. It features a sturdy hard cover and has fun Wisconsin facts (“Bucky Says”) peppered throughout the story. Nostalgic UW–Madison alumni will love revisiting well-known campus and Madison landmarks, fans of UW athletics will be delighted by the Badger football-centered story, and kids everywhere will appreciate the lesson Bucky learns about honesty.

Based on their success, the Newbolds launched a hobby business, University Pride Publishing, to pursue their passion for mascot books. “The best reward is seeing the excitement kids have for the book, and the thought that hopefully we are helping shape the next generation of Badger fans. To get kids truly excited about UW–Madison—who could ask for more?” added Newbold. *The Big Bucky Badger Mystery* is the second book in their mascot series, and they are exploring invitations to write children’s books for other universities based on the broad fan appeal.

The Big Bucky Badger Mystery is available at local bookstores and gift shops, through online retailers, or from distributor Farcountry Press at 1.800.821.3874, www.farcountrypress.com.

Take a peek inside



About the Author

Chris received his Bachelor of Arts from the University of Wisconsin–Madison in 1993, majoring in political science, history, and international relations. When he’s not cheering on the Badgers, he spends most of his time cheering on his family, which includes wife, Jennifer (his partner in creating *The Big Bucky Badger Mystery*), and the next generation of Wisconsin fans: son, Cameron, 3, and daughter, Mallory, 1.

For more information on University Pride Publishing, visit www.universitypridepublishing.com.

About the Illustrator

Robert Rath is an illustrator and designer living in Montana. He illustrated *The Great Monte Mystery* and *First Dog: Unleashed in the Montana Capitol*, and has worked for clients such as Farcountry Press, Scholastic Books, and Lucasfilm.

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About the Farcountry press

Formed in 1980 and based in Helena, Montana, Farcountry Press is an award-winning publisher of softcover and hardcover color photography books, children’s series, guidebooks, cookbooks, and regional history titles nationwide.

Farcountry Press also distributes books for several publishers, including Northern Rockies Publishing, University Pride Publishing, and Sweetgrass Books, Farcountry’s custom-publishing division. www.farcountrypress.com

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