



**NEWS RELEASE
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It's Been A Bear Being A Cubs Fan!

Chicago, January 20, 2017 — That's how Grandpa Bruno tells his two cubby-bear grandchildren about waiting, and waiting, and waiting for a World Series for many decades. But Bruno also showed a lot of patience and love. "Never give up!" he kept telling them.

This heartwarming story is the centerpiece of the only children's book on what it took for the Chicago Cubs, with the support of their long deserving fans, to win the 2016 World Series. The storyline in *Go Cubs Go, Baseball's Never Give Up Story* (Ascend Books) echoes the life of author Marv Levy. Yes, the Hall of Fame football coach who is a life-long Cubs fan having grown up on Chicago's South Side. Award-winning illustrator Rob Peters adds color to Levy's words via his vivid illustrations. And Chicago's renowned baseball historian and longtime author George Castle educates the reader about the Cubs' all-time dates, names, achievements and quotes.

Yes, the Chicago Cubs are the 2016 World Series Champions.

In *Go Cubs Go!*, Bruno the Bear takes his grandkids through his own journey as a fan, all the way back to 1929, rooting for great players and teams that fell short of the World Series. The Cubs' quest for October seemed endless.

But Bruno never lost his enthusiasm. Someday, he knew the Cubs would win. He and his family enjoyed going to Wrigley Field, where so many good things happened except the Fall Classic through the years. Now they are finally rewarded with a great team that went to the 10th inning of Game 7 to beat the Cleveland Indians. Follow along as lifelong fan Grandpa Bruno teaches us what the Cubs have already taught him... to "never give up." After all, isn't that what makes a Cubs fan so special?

Many Cubs books often tell the same story. But *Go Cubs Go!* crafts a tale that fans of all ages, all the many generations of Cubs boosters can relate – and lets them know things about their favorite team they never realized. Meet loyal Cubs fan Bruno the bear and his family. Join them on this exciting journey that Cubs fans have been waiting 108 years to take. What a celebration it will be!

Author Bios

Chicago native Marv Levy may be best-known as the four-time Super Bowl coach (1990-93) with the Buffalo Bills. Football was his life, but the Cubs were his sports love. While in the Army Air Corps in 1945, Levy, then 20, attended Game 7 of the World Series at Wrigley Field. His patience was rewarded when he also went to the 2016 World Series at the same ballpark. Levy has authored three previous books. His biography, *Where Else Would You Rather Be?*, reached *New York Times* best-seller status in 2004.

Thirteen-time author, George Castle started out in the \$1 bleacher seats in Wrigley Field in the early 1970s. Growing up five miles northwest of the ballpark, Castle witnessed Hall of Fame Cubs players and not-so-great baseball. He has covered the Cubs for newspapers, magazines, online sites, and

his own syndicated baseball radio show. He has been renowned for his specialty in Cubs history and his post as historian for the Chicago Baseball Museum.

Illustrator Rob Peters is also a cartoonist and designer. He has a degree in Visual Communications from Judson College in Elgin, Illinois, and has worked as a cover artist, designer, and freelance artist. He has designed logos, book covers, and illustrated dozens of children's picture books.

Title: *Go Cubs Go! Baseball's Never Give Up Story*

Author: Marv Levy Illustrator: Rob Peters Contributor: George Castle

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Age Range: 3-10 years / Price: \$18.95 / Trim Size: 8.5 x 11 / Genre: Children's

Page Count: 48, Full Color Illustrations, Hard cover with full color dust jacket

Available at most Chicago area booksellers including Book Stall, Hallmark Stores, Barnes & Noble, Costco, Jewel-Osco, and others. Online retailers such as amazon.com and barnesandnoble.com.

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Authors Marv Levy and George Castle will be appearing for story time readings at schools and retailers throughout the Chicago area. They will be highlighting the moral within the story of the 2016 Chicago Cubs and their "Never Give Up" attitude for both children and adults.

Here is a link to a recent interview: <http://www.wciu.com/videos/sportsedition/sports-edition-go-cubs-go>

A Special Media Book Launch Event is scheduled at Harry Caray's Restaurant on January 22, 2017, from 2-4 p.m. Media copies available upon request. Please direct author interview requests to Heather Phelan at hphelan@ascendbooks.com.

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