**NEWS RELEASE**



**FOR IMMEDIATE RELEASE**

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***Introducing Baby Jay’s Jayhawk Journey***

***The Ultimate KU Story About What It Means To Be A Jayhawk***

**Written and Illustrated by Jacob Hood**

***Baby Jay’s Jayhawk Journey*** is a fun, easy-to-read story that is told entirely through rhyme about what it means to be a Jayhawk, for Jayhawks of all generations. For younger fans, the book is the perfect introduction to the University and what being a Jayhawk is all about, told through the perspective of Baby Jay. For students and alumni, it’s a love letter to KU; a celebration of the unique identity of the Kansas Jayhawk and the University of Kansas. The book recognizes the 50th birthday of Baby Jay becoming an official KU mascot. It also honors the historic mascots, who come to life as characters in the story. ***Baby Jay’s Jayhawk Journey*** will engage younger and older fans alike with these beloved characters and remain a timeless KU story for Kansas Jayhawk fans.

***Baby Jay’s Jayhawk Journey*** is officially licensed by The University of Kansas.

**About the Author:** Author and illustrator Jacob Hood is a lifelong KU fan with a passion for giving life to the Kansas Jayhawk. He was Creative Director and Editorial Cartoonist for the *University Daily Kansan.* Jacob drew the UDK’s Basketball Gameday Poster series – the tradition that floods Allen Fieldhouse in a sea of newspaper confetti before every home game. Jacob also represented KU across several film festivals with his award-winning animated short films. Jacob is now an animator for KU Athletics.

**Title: Baby Jay’s Jayhawk Journey, The Ultimate KU Story About What It Means To Be A Jahawk. ISBN:** 978-1-7369431-4-4 **Format:** Hardcover **Trim:** 8 x 8. **Pages:** 32 **Photos:** Full-color illustrations **Price:** $14.99. **Category:** Children’s

Available at retailers throughout the Midwest including Made in Kansas City, The University of Kansas Bookstore, Barnes and Noble, Rally House, The Learning Tree, The Toy Store, The Raven Bookstore, Rainy Day Books, and Watermark Books (Wichita). Online retailers include Amazon (amazon.com) and Barnes & Noble (bn.com)

For more information and to request a preview copy or an interview with Jacob Hood, contact mgore@ascendbooks.com or call (913) 948-7635.

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