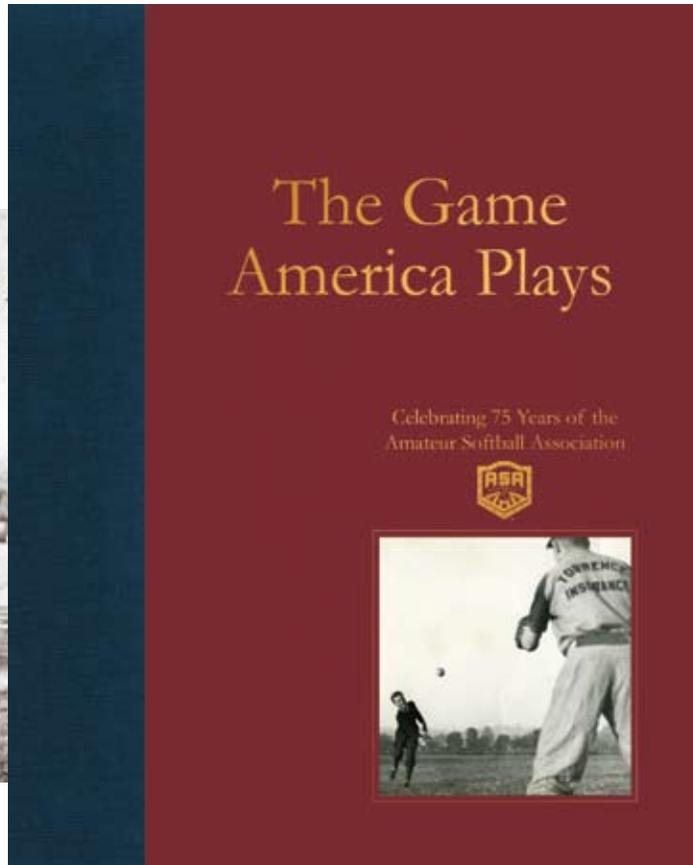


The Game America Plays: Celebrating 75 Years of the Amateur Softball Association

BY BILL PLUMMER III



specifications

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The summer of 1933 in the United States was anything but typical. America was in the midst of the Great Depression and it wasn't the ideal time to launch a new business venture, let alone a national sports organization. But as author Frederick Wilcox once said, "Progress always involves risk; you can't steal second base and keep your foot on first base."

Despite the long shot at success, Leo Fischer and Maurice (Mike) J. Pauley stepped out of the bread lines and up to the plate to realize a dream they felt was worth the risk. That leap of faith ultimately resulted in the creation of the Amateur Softball Association.

Arnica Publishing is proud to announce the fall 2008 release of *The Game America Plays: Celebrating 75 Years of the Amateur Softball Association*. This richly illustrated book commemorates the ASA's 75th Anniversary through historical photographs and personal stories. Author and historian Bill Plummer III captures the remarkable history of the association in his passionate text, chronicling the sport's beginning in the midst of the Great Depression to its current popularity.

Relive the greatest moments in softball history with this engaging narrative of America's favorite participation sport. With never-before-published photographs and vignettes from players, umpires, and coaches, this is a must-read for every player, coach and fan of softball. All enthusiasts of this fabulous game will want to own their personal copy and present it as a lasting gift to family and friends.

marketing & publicity highlights

- Excerpt in *Balls & Strikes Magazine* (ASA publication)
- Reviews targeting cities where ASA championships are held
- Press releases to all print and electronic sports media nationwide
- Advertising in selected sports publications and book trade publications
- Author event at ASA Hall of Fame, Oklahoma City, OK



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