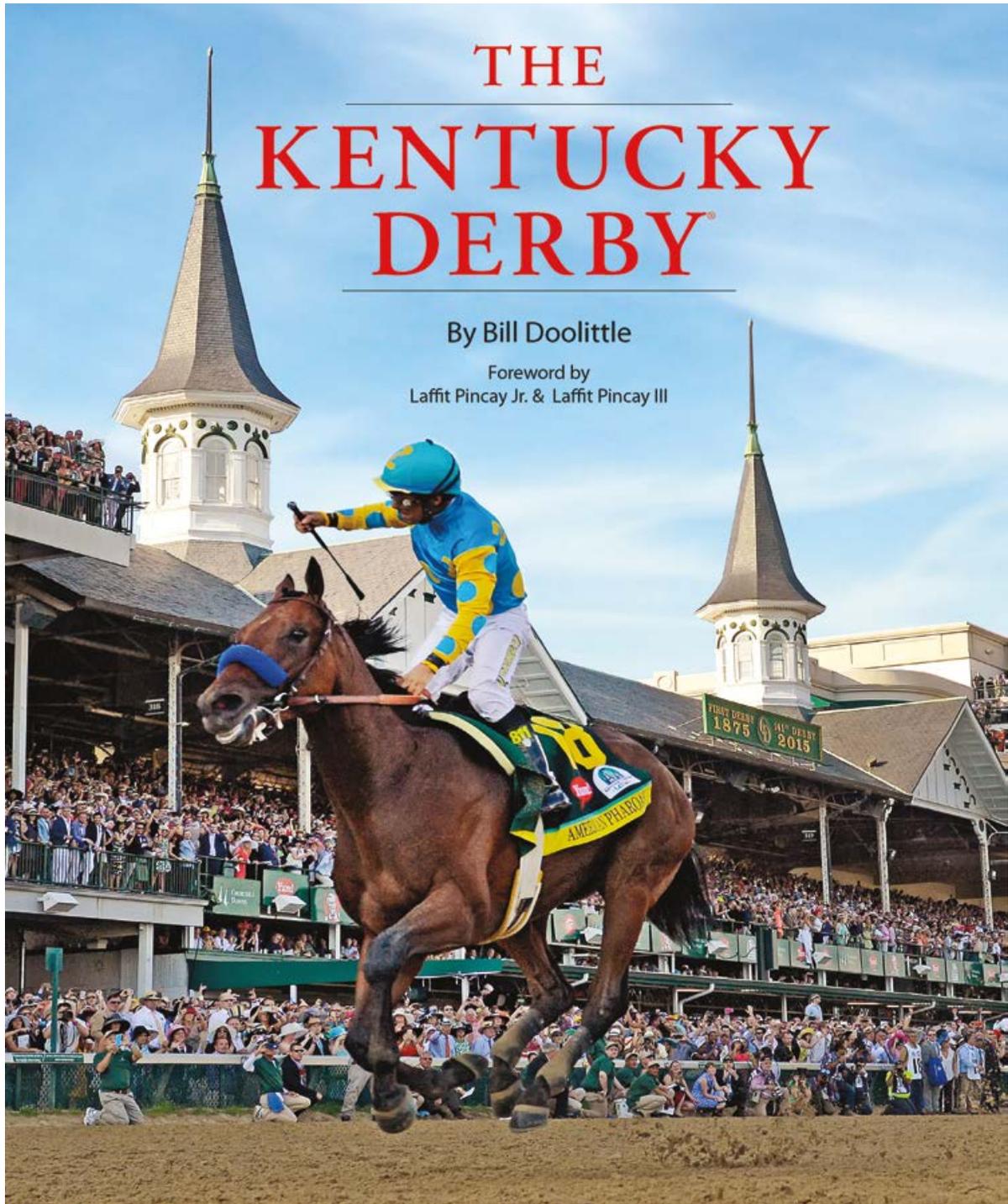


THE KENTUCKY DERBY®

By Bill Doolittle
Foreword by
Laffit Pincay Jr. & Laffit Pincay III



THE KENTUCKY DERBY

Derby Fever, Derby Day, and the Run for the Roses®

"Yet, it is also a one-of-a-kind championship horse race, a thrilling test of speed and stamina in which just one sleek and brave thoroughbred horse will write its name into history"

Written by Louisville sportswriter and noted Derby historian Bill Doolittle, and magnificently illustrated by thoroughbred racing's top photographers, *The Kentucky Derby: Derby Fever, Derby Day, and The Run for the Roses* celebrates the greatest horse race in the world — from its rich history and tradition of bluegrass horse farms and land of My Old Kentucky Home to the building excitement of fun-filled days leading up to the euphoric Kentucky Derby Day.

The Kentucky Derby isn't one of those things that started small and grew bigger over time. It has gotten bigger – today bursting at the seams at Churchill Downs, and followed by millions around the world. But in no way did it start out small. The very first Kentucky Derby, in 1875, was planned to be the greatest horse race ever held, and took off from there.

But what is it about the "Run for the Roses" that so captures our imagination, tugs at our heartstrings, and makes us wish to be in Kentucky on the first Saturday in May? What is it that draws horses and people from all corners to this one place, on this one day, for one very special race?

It begins in the stables during the days leading up to the Derby, in the early hours of springtime mornings, with the soft sounds of horse hooves flying rhythmically over the course at Churchill Downs. Louisville sets itself on its ear for *Derby*, capped with 170,000 people packing into a sprawling grandstand that's topped by Twin Spires, laced with box seats and big bets – and even bigger hats! – all leading to a climax of the race itself.

The Derby has everything. It's colorful, sporty and fun. It's all about rivalries and romance, heroes and history.

KEY SALES POINTS

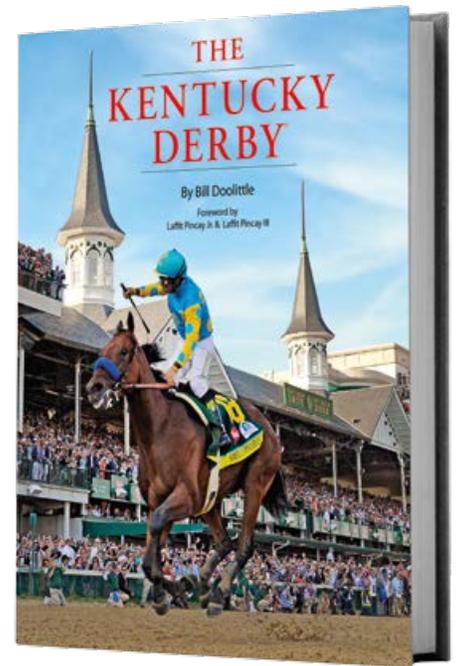
- Foreword by Laffit Pincay Jr. and Laffit Pincay III
- Greatest collection of photographs from leading Derby photojournalists
- Appendix includes; How to Pick the Derby Winner, Further Reading, and a complete list of Kentucky Derby Winners

MARKETING

- Author interviews on TV, radio, print and Internet
- Author signings and events in Louisville-area bookstores and retail outlets
- Print ad campaign in the Kentucky press
- Additional spring/Derby campaign in Louisville
- Social Media Campaign

SPECIAL BOOK FEATURES

- 3D embossed front cover
- French fold dust jacket
- Cloth case with foil stamping and reinforced binding
- Digimarc Discover® embedded watermarks in 27 photos - linked to racing videos
- Digimarc Discover® watermarks in 20 Learn More text boxes - linked to online content



BOOK SPECIFICATIONS

- Format: Hardbound with embedded video and audio files
- Trim-size: 9-3/4" wide x 11-3/4" tall
- Pages: 192 + endsheets
- Text: 50,000 words plus photo captions and sidebars
- Photography: Approximately 175 color plus b+w archival
- Printing: 4 Color throughout plus spot varnish
- Bindery: Hardbound; Smyth-sewn; foil stamping of title on cover
- Packaging: Individually boxed in a white gift mailer and packed in durable bulk cartons; 8 copies per carton
- Publication: March 2016
- Suggested Retail Price: \$50
- ISBN: 978-0-9897104-5-9

SALES AND DISTRIBUTION

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Elegant New Kentucky Derby Book Comes Out of the Gate March 1, 2016

The Kentucky Derby: Derby Fever, Derby Day, and the Run for the Roses® Traces Prestigious Race from 1875 to Last Year's Triple Crown Winner American Pharoah

Louisville, KY, February 29, 2016 — Co-publishers Shircliff Publishing and Carpe Diem Books will unveil their new book, ***The Kentucky Derby: Derby Fever, Derby Day, and the Run for the Roses***, on March 1, 2016, as part of the run up to the greatest two minutes in sports, the 142nd Kentucky Derby.

Penned by local sportswriter and noted Kentucky Derby historian Bill Doolittle, the coffee table quality tome features nearly 200 pages of the history and heroism of the great race. Informative and entertaining essays are accompanied by 175 color and vintage photographs that share the people, places, and spectacular events that make up this incredible piece of international history.

To make its contents even more vivid and interactive, the book features Digimarc Discover®. This state-of-the-art digital technology incorporates digital watermarks that through an app link directly to thrilling race videos and fascinating archives, providing the reader with a live-action, virtual, first person experience.

Laffit Pincay Jr. and his son, Laffit Pincay III, have teamed up to share a warm and welcoming foreword to the book. Celebrated jockey Pincay Jr. won his Kentucky Derby aboard Swale. Pincay III brings his experience and insights to viewers every year as part of NBC's Kentucky Derby broadcast team.

An incredible collection of award-winning and nationally recognized photographers contributed to the book, including James Archambeault, Michael Brohm, Skip Dickstein, Dan Dry, Andrew Hancock, Gail Kamenish, Barbara Livingston, John Nation, Ted Tarquinio, and Chris Witzke. Additional content was provided by Daily Racing Form columnist Jay Hovedy, sports author Billy Reed, and entertainment/style writer Kirby Adams.

Hardbound with a Smythe sewn binding and foil stamped, embossed cover, the book is available at select area bookstores, gift shops, and online. For more information about the book and its availability, go to www.kyderbybook.com or call 502-802-7450.

The Kentucky Derby: Derby Fever, Derby Day, and the Run for the Roses is a licensee of Churchill Downs.

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About Bill Doolittle

Bill Doolittle enjoys a long association with the Kentucky Derby. He served as writer/historian for the exhibit design team that created the Kentucky Derby Museum, was the on-rack handicapper at Churchill Downs, and has covered decades of Derbys for publications such as *Louisville Magazine* and *LEO Weekly*. He is the author of the 1998 best-selling *The Kentucky Derby* and *How to Be a Better Bettor Book*. He also writes about history, sports and classical music.

About Shircliff Publishing

The Kentucky Derby: Derby Fever, Derby Day, and the Run for The Roses is the first book project for Shircliff Publishing, founded by Jim Shircliff of Louisville, Kentucky. Shircliff is a long-time owner and participant in prominent racing partnerships. Cathy Shircliff directs the marketing & sales of the book company, including innovative uses of social media. In this project, Shircliff Publishing has teamed with Carpe Diem Books to deliver video content through Digimarc Discover® technology.

About Carpe Diem Books

Carpe Diem Books is a full-service book development business that produces high-quality books for publishers and businesses. Carpe Diem orchestrates book projects with comprehensive editorial, design, production, publishing, and marketing elements. Ross Eberman, publisher, was project director for the 125th Anniversary book on the Kentucky Derby in 1998 and has been involved in facilitating large-format books on other sports, including the Olympics, America's Cup, and various NFL, NBA, and NHL team books.



ABOUT THE AUTHOR

Bill Doolittle enjoys a long association with the Kentucky Derby. He served as the writer/historian for the exhibit design team that created the Kentucky Derby Museum, did a stint as the on-track handicapper at Churchill Downs, and has covered decades of Derbys for such publications as *Louisville Magazine* and *LEO Weekly*.

Doolittle is the author of the 1998 best-selling *The Kentucky Derby* and *The How to Be a Better Bettor Book*. He also writes about history, sports, and classical music, and thinks he's The Answer Man for the Carpe Diem trivia team.

For this book, Doolittle and publisher Jim Shircliff commissioned additional writing by *Daily Racing Form* columnist Jay Hovdey, author Billy Reed, entertainment/style writer Kirby Adams, and others. Plus video by Dave Shulhafer.

Also on board for *The Kentucky Derby: Derby Fever, Derby Day, and the Run for the Roses* is a special collection of photographers who have captured the beauty, majesty, and fun of the Kentucky Derby.