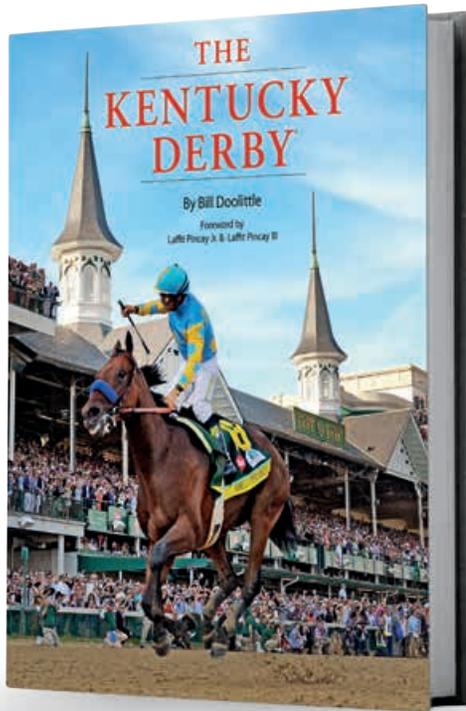


# THE KENTUCKY DERBY

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"*

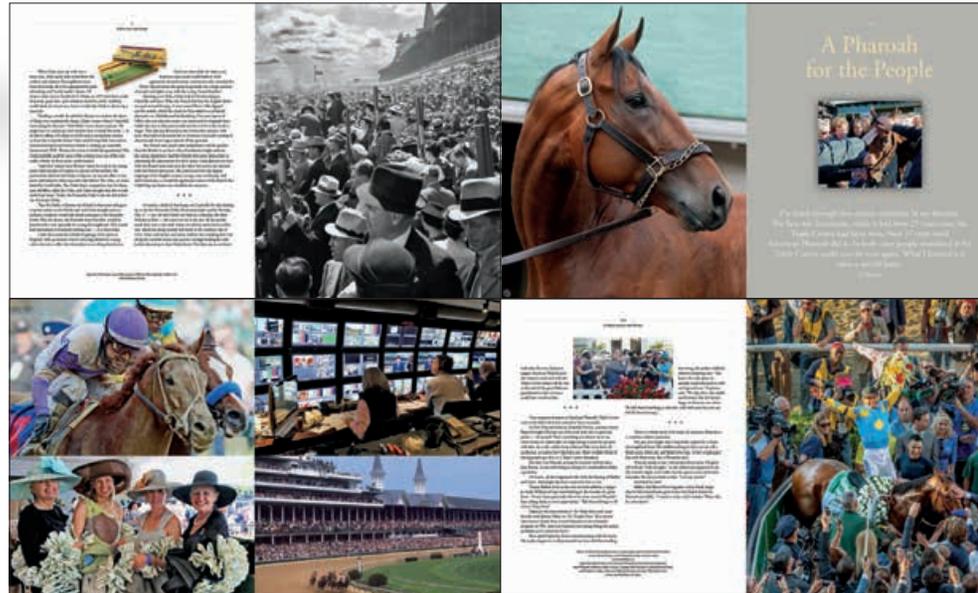
Written by Louisville sportswriter and noted Derby historian Bill Doolittle, and magnificently illustrated by thoroughbred racing's top photographers, *The Kentucky Derby: Derby Fever, Derby Day, and The Run for the Roses* celebrates the greatest horse race in the world — from its rich history and tradition 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.



# THE KENTUCKY DERBY

192 Pages of Derby Stories and 175 Stunning Photographs



*From the mint juleps to the winner's circle, here is a beautiful photographic tribute to the history and pageantry of the most exciting two minutes in sports.*



## 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.

## KEY SALES POINTS

- Foreword by Laffit Pincay Jr. & 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; Smythe-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

Shircliff Publishing / Carpe Diem Books  
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