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2008

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2008



March 25, 2008

ISBN-13: 978-1-933060-34-7

ISBN: 1-933060-34-4

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Category: Sports/Humor

Format: 5 x 7 trade

paperback original

Pages: 224

Carton Qty: 20

Territories: US, C, OM



Overheard at the Game

Conversations From the Cheap Seats and Luxury Boxes

Michael Malice and S. Morgan Friedman

Even in a stadium filled with 100,000 fans, there is always one voice that rises above the constant roar: that of the loudmouth sitting right behind you. Maybe he's funny. Maybe he's even knowledgeable about sports. Maybe he's not. But one thing is certain: He will be heard.

At last the wit (and witlessness) of those blowhard fans will be celebrated in *Overheard at the Game*. Compiled by Michael Malice and S. Morgan Friedman, creators of the cult website and book *Overheard in New York*, this hilarious collection is an eavesdropper's dream. It's all here—the pompous and the prurient, the clever and the crude, the name-calling and the non sequiturs—linked together by a love of sports and serious laughs.

If there's anything that true fans like better than watching sports, it's talking about them. And *Overheard at the Game* proves that, for better and for worse, someone is always listening.

ABOUT THE AUTHORS

Michael Malice is the subject of Harvey Pekar's *Ego & Hubris: The Michael Malice Story*, which was published by Ballantine Books in April 2006. He was named one of New York's "Most Eligible Bloggers" by the *Daily News*.

S. Morgan Friedman is the creator of numerous websites, including clichefinder.com. He has been profiled in *The Boston Globe* and featured in *The New York Times* and on CNN.

MARKETING AND PUBLICITY

- Ads in *ESPN The Magazine* & on ESPN.com
- Promotions and giveaways on ESPN Radio
- Online outreach to sports websites and blogs
- Promotional partnering with overheardatthegame.com
- Outreach to arenas, ballparks, and stadiums mentioned in the book
- National publicity campaign geared to locations featured in the book

Praise for *Overheard in New York*:
 "A hilarious compilation ... a book that packs a laugh on nearly every page. This is New York at its rawest and funniest." —*Publishers Weekly*

Fairway to Hell

Around the World in 18 Holes: A Golf Memoir

Franz Lidz

Golf may be a game with character, but for too long it has lacked enough true characters. In *Fairway to Hell*, Franz Lidz takes a globe-girdling and wholly serendipitous journey in search of golf's real soul, visiting all the margins of that ancient and maddening game. Far removed from the usual golf magazine perspective, he finds unlikely heroes and wildly comical connections. Imagine playing a round with Bill Murray or Judas Priest, or hitting the links on an iceberg or in a nudist colony—though not at the same time. In the oddball tradition of P.G. Wodehouse's classic *The Heart of a Goof* and David Feherty's 2004 collection, *Somewhere in Ireland, a Village Is Missing Its Idiot*, Lidz's dispatches are infused with a sense of the elegant and the absurd. In other words, a sense of golf.

MARKETING AND PUBLICITY

- Ads in *ESPN The Magazine* and on ESPN.com
- Co-promotion with ESPN Golf School
- Promotions and giveaways on ESPN Radio
- Outreach to golf-related publications and websites for features and reviews
- Outreach to golf schools, golf courses, and golf retail outlets to promote the book
- National media outreach

ABOUT THE AUTHOR

Franz Lidz, a longtime senior writer for *Sports Illustrated* and a contributing editor at *Golf Connoisseur*, is the author of *Unstrung Heroes: My Improbable Life With Four Impossible Uncles*, which was made into a film by Diane Keaton. He has also written for *The New York Times* and has been a commentator on NPR's *Morning Edition* and a reporter for ABC's *Wide World of Sports*. He lives on a farm in Pennsylvania's Brandywine Valley with two llamas, three Great Pyrenees, two cats, three dozen chickens and guinea fowl, two daughters, and one wife.



April 29, 2008

ISBN-13: 978-1-933060-43-9

ISBN: 1-933060-43-3

Price: \$22.95 (\$26.95 in Can)

Category: Sports/Memoir

Format: 5 x 7 hardcover

Pages: 176

Carton Qty: 20

Territories: World



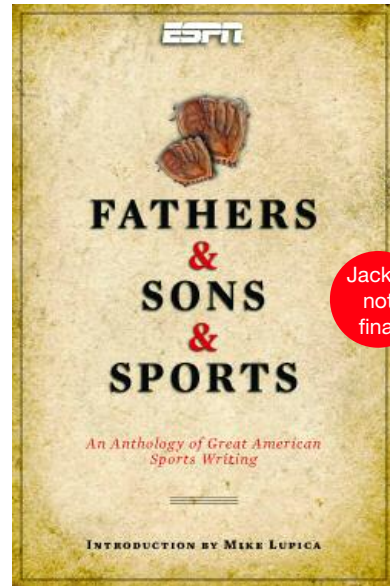
Praise for *Unstrung Heroes*:

"Unusual and affecting ... [a] melancholy, funny book, a loony tune played with touching disharmony on mournful woodwinds and a noisy Klaxon."
—Christopher Lehmann-Haupt, *The New York Times*

"A miniature *Brothers Karamazov*, a real-life tragedy masquerading as screwball comedy. There's not a false moment in the book, and that is high praise indeed." —*Los Angeles Times*

"Terrifically funny. A childhood memoir that doesn't choke on whimsy or schmaltz." —*Rolling Stone*

SPRING/SUMMER 2008



May 6, 2008

ISBN-13: 978-1-933060-47-7

ISBN: 1-933060-47-6

Price: \$24.95 (\$28.95 in Can)

Category: Sports

Format: 5 1/2 x 8 1/4

jacketed hardcover

Pages: 336

Carton Qty: 20

Territories: US, C, OM

Fathers & Sons & Sports

An Anthology of Great American Sports Writing

Introduction by Mike Lupica

Ever since the first caveman picked up the first rock and tossed it to the first cavewoman, sports has forged a powerful link between men. And ever since the advent of the sports pages, those experiences have been lovingly chronicled by exceptional writers such as Philip Roth, John Irving, Frederick Exley, and Norman Maclean.

In *Fathers & Sons & Sports: An Anthology of Great American Sports Writing*, ESPN collects the very best of those stories in one handsome volume—page after page of unforgettable tales about fathers sending their sons off to battle, sons who dared to challenge their fathers in competition, boys and men finding a common language in a shared passion. From the Little League diamond to the local fishing hole to the high school wrestling mat to the collegiate gridiron, from the backyards of America to the most famous stadiums in the world, the stories all share one thing: breathtaking insights into the bonds between sports and life.

If you want to know what draws men to competition, this is the book for you, a stunning mix of observation and discovery, humor and pathos, literature and journalism, introduced by best-selling author and sports columnist Mike Lupica, who just happens to be a father and a son himself.

MARKETING AND PUBLICITY

- Ads and excerpts in *ESPN The Magazine* and on ESPN.com
- Galleys available for sell-ins
- Dads & Grads promotions
- Holiday promotions and catalog placements
- Outreach to parenting magazines & websites
- Outreach to regional & national media outlets for interviews and reviews

ABOUT MIKE LUPICA

A nationally known columnist for the *New York Daily News*, **Mike Lupica** has written books for both fathers and sons. His first two novels for young readers, *Travel Team* and *Heat*, reached No. 1 on the *New York Times* Best Seller List. Lupica is also a Sunday-morning regular on ESPN's *The Sports Reporters*. He lives in New Canaan, Connecticut, with his wife, Taylor, and their four children.

From *It Never Rains in Tiger Stadium* by John Ed Bradley (see catalog page 23):



YOU SHOULD'VE SEEN my father's arms. He didn't lift weights or do push-ups or exercise them in any way, and yet they were packed tight with muscle. When I was a boy and he lifted his high-ball in the evening for a sip, a round knot the size of a softball came up under the skin and slowly flattened out when he lowered the glass back down. I loved his arms so much that I memorized every vein, sinew, and golden hair. I knew the wrinkles of his elbows.

In the summer, when he worked for the city's recreation department, supervising the baseball program at the park, Daddy liked to come home for lunch and a nap. He had lemonade and a BLT, then he had me lie close to him on the sofa, and he draped an arm around me. "One ... two ... three ..." he'd count in a whisper, and then he was out, sleeping that easily.

I lay there wondering if I'd ever have arms like his. I needed both hands to travel the distance around his wrist, the tips of my thumbs and fingers barely touching. I felt the hardness of his forearm. I saw how his wedding band fit him like a strand of barbed wire on a tree whose bark had grown around it. He smelled of the grass and the sun, of green and gold days that started early and ended late.

"Were you a good player?" I asked him once as he was coming awake.

"Was I what?"

"A good player?"

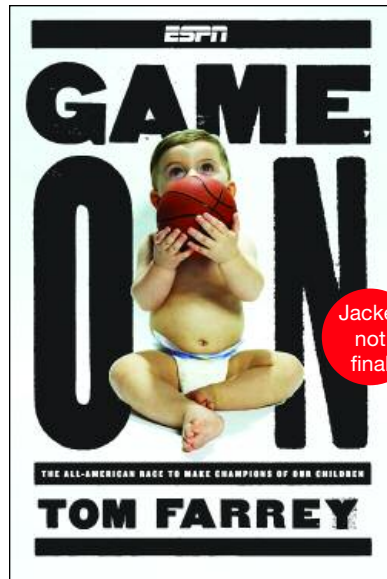
"You want to know if I was a good player?"

"Yes, sir."

"What kind of question is that?"

"I don't know. Did they run your name in the paper a lot?"

He looked at me in a way that let me know he wanted my attention. "None of it matters, John Ed. Was I a good teammate? Did I do my best and give everything I had to help the team? These are the questions you need to be asking."



May 6, 2008

ISBN-13: 978-1-933060-46-0

ISBN: 1-933060-46-8

Price: \$24.95 (\$28.95 in Can)

Category: Sports

Format: 6 x 9 jacketed
hardcover

Pages: 304

Carton Qty: 20

Territories: NA, C, OM

Game On

The All-American Race to Make Champions of Our Children

Tom Farrey

We all want our kids to shine. But here's what you need to know before you push them too far. Much as *Fast Food Nation* challenged America's eating habits, *Game On* by Tom Farrey will forever change the way we look at youth sports. In this fascinating journey into a culture gone haywire, Farrey—an Emmy-award winning reporter—examines the bewildering choices confronting the all-stars of tomorrow. He finds 13-year-old figure skaters who have been injected with steroids; 11-year-old baseball players suiting up for 125-game schedules; 9-year-olds with private trainers; 7-year-olds engaged in power lifting; even babies conceived from sperm donated by elite college athletes.

Lost in all that ambition is the larger reality: poor showings by U.S. teams in the Olympics, the World Cup, and international baseball and basketball competitions. Drawing on his own experiences as a father of three, Farrey looks beyond the statistics and the studies to the stories of real-life athletes, educators, coaches, recruiters, and parents, seeking to identify precisely what's wrong and what's right with our fevered pursuit of excellence.

For any parent who hopes to give a son or a daughter a leg up in this sports-loving nation, *Game On* is required reading: a surprising, alarming, thoughtful, and, ultimately, empowering book for moms and dads who want the best for their child.

MARKETING AND PUBLICITY

- Material from the book will be aired in features on ESPN's new television newsmagazine, *ESPN Reports*, in fall 2007 and spring 2008.
- Ads and excerpts in *ESPN The Magazine* and on ESPN.com
- Outreach to parenting magazines and websites
- Outreach to youth sports organizations, websites, and magazines
- Outreach to regional & national media outlets for interviews and reviews
- Father's Day promotions

ABOUT THE AUTHOR

Tom Farrey is a senior writer with *ESPN The Magazine*, a correspondent with ESPN television, and a contributor to ESPN.com. His work has won two Emmy awards for Outstanding Sports Journalism. He is the father of three active children and was master of ceremonies at the 2004 and 2006 National Youth Sports Awards, which recognize some of the top coaches who work with children.

So You Wanna Be an Olympian?

One Athlete's Extraordinary, Last-Minute Quest for Olympic Glory

Kathryn Bertine

In the spirit of George Plimpton, Kathryn Bertine abandons her waitressing job for a rollicking, humbling journey toward Olympic greatness. Her goal? To make it onto a U.S. Olympic team—any team—in time for the 2008 Summer Games in Beijing.

Bertine, a professional triathlete and a onetime Division I rower, is no couch potato. But when she delves into the mysteries of team handball, learns the quickest way to reload an air pistol, and speeds around a steep concrete track at 40 miles per hour on a bike with no brakes, she realizes that she's on new turf—the very first Olympic guinea pig. She studies the coaches and the competitors, the stars and the long shots, the also-rans and the also-jogs and anyone else who can help her laugh through the pain and sacrifice. To her surprise, Bertine learns that she can keep up—at least for a while. But is “keeping up” good enough for the Olympics? With the clock ticking down on the trials, she finally discovers a sport that offers her the best hope for a ticket to Beijing. For anyone who has ever dreamed of receiving a medal as your national anthem is played, *So You Wanna Be an Olympian?* stands as a singularly personal testament to athletic passion, perseverance, and the universal wonder of sport.

MARKETING AND PUBLICITY

- Ads in *ESPN The Magazine* and on ESPN.com
- Promotions and excerpts on ESPN.com through the author's already existent E-Ticket presence
- Promotions and giveaways on ESPN Radio
- Outreach to Olympic websites and blogs
- National and local media outreach
- Outreach to fitness, sports, and women's magazines

ABOUT THE AUTHOR

An elite triathlete and a former professional figure skater, **Kathryn Bertine** is the author of *All the Sundays Yet to Come: A Skater's Journey*. She graduated from Colgate University in 1997 and holds an MFA in nonfiction writing from the University of Arizona. Her essays have appeared in numerous publications, including *ESPN The Magazine*, *US Weekly*, *Her Sports+Fitness*, and *Inside Triathlon*. She currently lives and trains in Boulder, Colorado, and Tucson, Arizona.



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July 8, 2008

ISBN-13: 978-1-933060-53-8

ISBN: 1-933060-53-0

Price: \$24.95 (\$28.95 in Can)

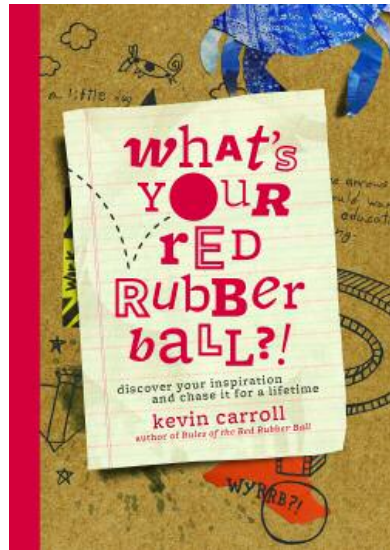
Category: Sports

Format: 6 x 9 jacketed hardcover

Pages: 304

Carton Qty: 20

Territories: World



July 22, 2008
 ISBN-13: 978-933060-56-9
 ISBN: 1-933060-56-5
 Price: \$19.99 (\$22.99 in Can)
 Category: Novelty
 Format: 8 1/2 x 11
 Pages: 64
 Carton Qty: 10
 Territories: US, P, C, OM

What's Your Red Rubber Ball?

Kevin Carroll

Using the Red Rubber Ball as a metaphor for dreams, this highly interactive, vibrant book tells the story of how the author has been able to incorporate his love of sports into every stage of his life. That segues into a series of exercises to get readers to discover their own hopes and dreams. Special features include foldout pages that can be written on; removable inspiration cards; examples from tweens, teens, and adults who have found their Red Rubber Ball; and a removable cardboard box that's the key to the whole journey.

A pursuit like no other, this exciting process will turn out differently for every single person who tries it.

MARKETING AND PUBLICITY

- *What's Your Red Rubber Ball?* six-copy counter display, ISBN-10: 1-933060-61-1 (ISBN-13: 978-1-933060-61-3), \$119.70 (\$137.70 in Canada).
- Cross-promotion with ESPN
- Video sizzle online
- Author appearances
- National and local media

ABOUT THE AUTHOR

Kevin Carroll is the author of the popular book *Rules of the Red Rubber Ball*, which *Newsweek* hailed as "an adult's version of Dr. Seuss's *Ob, the Places You'll Go!*" An inspirational speaker who has visited schools and companies across the country, he is also an adviser to the sports-based humanitarian group Right to Play. Before embarking on the speakers circuit, Carroll followed his Red Rubber Ball from head athletic trainer positions at St. Joseph's University and the Philadelphia 76ers to Nike. He lives with his wife and family in Portland, Oregon.

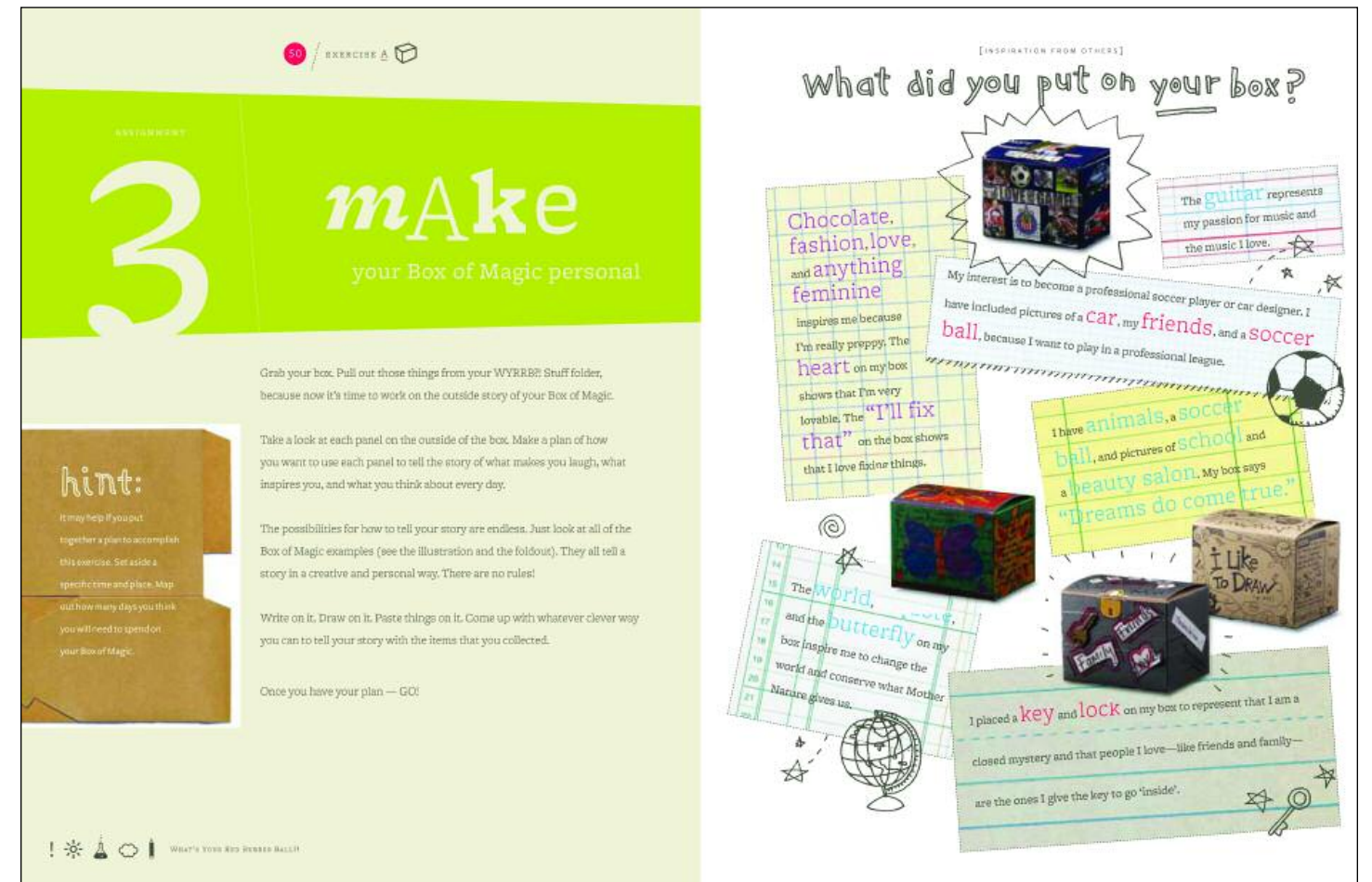
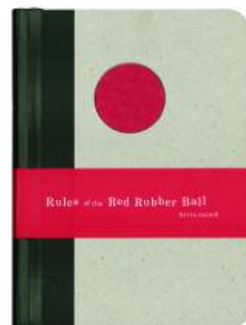
Rules of the Red Rubber Ball

Find and Sustain Your Life's Work

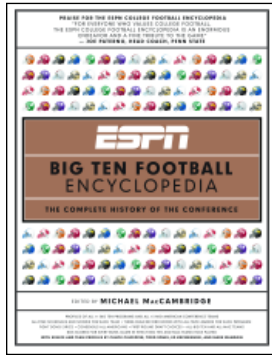
Kevin Carroll

MORE THAN 60,000 COPIES SOLD!

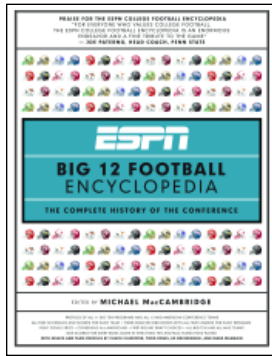
For more information, see page 25.



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ESPN Big Ten Football Encyclopedia
 August 5, 2008
 ISBN-13: 978-1-933060-50-7
 ISBN: 1-933060-50-6
 Price: \$21.95 (\$25.95 in Can)
 Category: Sports
 Format: 8 3/4 x 10 3/8 trade paperback original
 Pages: 544
 Carton Qty: 10
 Territories: US, C, OM



ESPN Big 12 Football Encyclopedia
 August 5, 2008
 ISBN-13: 978-1-933060-51-4
 ISBN: 1-933060-51-4
 Price: \$21.95 (\$25.95 in Can)
 Category: Sports
 Format: 8 3/4 x 10 3/8 trade paperback original
 Pages: 464
 Carton Qty: 10
 Territories: US, C, OM



ESPN SEC Football Encyclopedia
 August 5, 2008
 ISBN-13: 978-1-933060-52-1
 ISBN: 1-933060-52-2
 Price: \$21.95 (\$25.95 in Can)
 Category: Sports
 Format: 8 3/4 x 10 3/8 trade paperback original
 Pages: 464
 Carton Qty: 10
 Territories: US, C, OM

Who's

For tens of millions of people across this country, autumn Saturdays mean one thing and one thing only: college football. And to the truly devoted—the good folks of Ann Arbor and Baton Rouge and Austin—the *ESPN College Football Encyclopedia* is, in the words of *Sports Illustrated* reviewer Chuck Hirschberg, their Bible. Now the faithful can look forward to another heaping helping of college football nirvana: three new reference books—each more than 450 pages long—tracing the complete history of the Big Ten Conference, the Big 12 Conference, and the Southeastern Conference.

Inside each you will find the same exhaustive research, the same smart analyses, the same attention to detail that made the original book a must-own.

You will also find a wealth of new information. We've updated and expanded the team profiles to include new entries on Best Backfield and Best Defense. We've added two new pages of statistics for each program and lists of first-round draft choices, all-conference teams, and members of the pro football and college football Halls of Fame. And we've commissioned new essays on the storied history of each conference—the people, places, and moments that make each unique.

From legendary coach Bear Bryant to the Florida Gators' Fun 'n' Gun offense to the unforgettable Rose Bowl showdown between Texas and USC, it's all here, behind a handsome paperback cover and conveniently priced at \$21.95. Yet one more reason to thank the lord for Saturdays.

ABOUT THE EDITOR

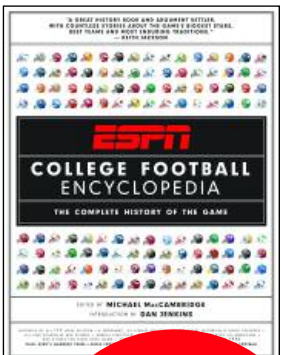
In addition to being the editor of the critically acclaimed *ESPN College Football Encyclopedia*, **Michael MacCambridge** is the author of *America's Game: The Epic Story of How Pro Football Captured a Nation* and *The Franchise: A History of Sports Illustrated Magazine*. He also edited the best-selling *ESPN SportsCentury*. He was a longtime columnist and critic at the *Austin American-Statesman*, writing about movies, music, and popular culture. The father of two children, Miles and Ella, he lives in St. Louis.

No. 1?

MARKETING AND PUBLICITY

- Print ad campaign in *ESPN The Magazine*
- Features & promotions on ESPN Radio & ESPN.com
- Local outreach to the individual conferences and alumni associations
- Outreach to conference-specific blogs, websites, newsletters, and magazines for promotions, advertising, features, and reviews
- Holiday promotions in stores and catalogs
- Start of school & graduation promotions in campus bookstores
- Local media outreach

ESPN College Football Encyclopedia
 ISBN-13: 978-1-4013-3703-2
 ISBN: 1-4013-3703-1
 Price: \$49.95 (\$64.95 in Can)
 Category: Sports
 Format: 8 3/4 x 10 3/8 hardcover
 Pages: 1,632 (16-page insert of four-color helmet illustrations)
 Carton Qty: 5
 Territories: US, C, OM



MORE THAN 96,000 COPIES SOLD!

OHIO STATE

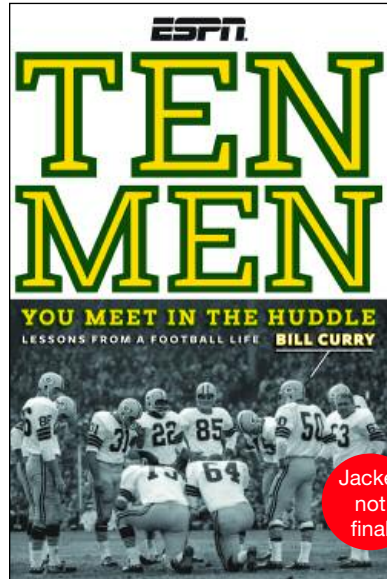
TRADITION Commonly known as "The Scarlet and Gray," the Ohio State football team has a rich history. The team's first game was played in 1890, and it has since become one of the most successful college football programs in the nation. The team's success is due to a combination of factors, including the leadership of coaches like Woody Hayes and Jim Tresselt, and the dedication of players like Archie Griffin and Tony Stewart.

BEST PLAYER Archie Griffin was the first Heisman Trophy winner in 1974. He was a fullback and running back who led the team to a national championship in 1956. He was also a member of the College Football Hall of Fame.

BEST COACH Woody Hayes coached the team from 1951 to 1974. He led the team to a national championship in 1956 and a Heisman Trophy winner in Archie Griffin. He was also a member of the College Football Hall of Fame.

OHIO STATE FOOTBALL ROSTER

NO.	NAME	POS.	HT.	WT.	DOB
1	Archie Griffin	FB	5-11	235	11/11/47
2	Tony Stewart	QB	6-2	185	11/11/47
3	Jim Tresselt	QB	6-2	185	11/11/47
4	Walt Harris	QB	6-2	185	11/11/47
5	Tommy Hodson	QB	6-2	185	11/11/47
6	John Elway	QB	6-2	185	11/11/47
7	Steve Watson	QB	6-2	185	11/11/47
8	Tommy Hodson	QB	6-2	185	11/11/47
9	John Elway	QB	6-2	185	11/11/47
10	Steve Watson	QB	6-2	185	11/11/47
11	Tommy Hodson	QB	6-2	185	11/11/47
12	John Elway	QB	6-2	185	11/11/47
13	Steve Watson	QB	6-2	185	11/11/47
14	Tommy Hodson	QB	6-2	185	11/11/47
15	John Elway	QB	6-2	185	11/11/47
16	Steve Watson	QB	6-2	185	11/11/47
17	Tommy Hodson	QB	6-2	185	11/11/47
18	John Elway	QB	6-2	185	11/11/47
19	Steve Watson	QB	6-2	185	11/11/47
20	Tommy Hodson	QB	6-2	185	11/11/47



August 12, 2008

ISBN-13: 978-1933060-60-6

ISBN: 1-933060-60-3

Price: \$24.95 (\$28.95 in Can)

Category: Sports

Format: 6 x 9 hardcover

Pages: 304

Carton Qty: 20

Territories: US, C, OM

Ten Men You Meet in the Huddle

Lessons From a Football Life

Bill Curry

Of all the sports in all the world, none rivals football for building character. In the scorching heat of August two-a-days, the withering intensity of the locker room, the fierce combat of the gridiron, true leaders are born. Just ask Bill Curry. He snapped footballs to Joe Namath, Bart Starr, and Johnny Unitas.

In *Ten Men You Meet in the Huddle: Lessons From a Football Life*, Curry shares the wit, wisdom, and tough love of his teammates and coaches, the men who took an unimposing high school center and turned him into NFL material, who launched him to two Super Bowls and an SEC championship as coach of the Alabama Crimson Tide, and who sent him off in search of the rare genius that makes men excellent. Curry's supporting cast is truly astonishing: Namath, Starr, Unitas, Vince Lombardi, Don Shula, Ray Nitschke, even the indomitable George Plimpton, with whom Curry once co-authored a book.

If life is a journey, then Bill Curry's life is a nonstop adventure. Like *Forrest Gump*, Curry seems always to find himself in dazzling company. Fortunately for us, he brings with him a sharp eye for detail, an acute sense of what makes men unique, and a true raconteur's love of a really good story.

Blessed with irresistible characters, rich personal history, and an endearingly simple, down-to-earth voice, *Ten Men You Meet in the Huddle* proves that football is much more than a game. To Bill Curry, it's a metaphor for life and a fascinating adventure that he tells here with great passion.

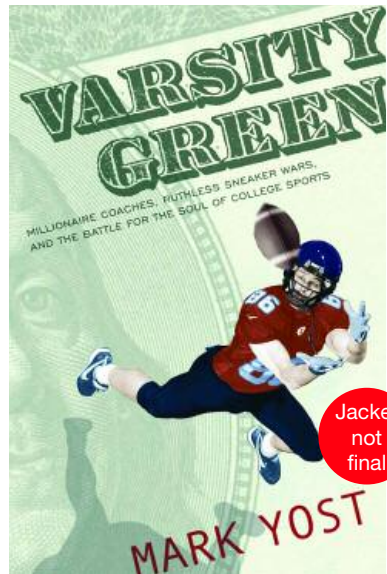
MARKETING AND PUBLICITY

- Excerpts/ads in *ESPN The Magazine* and on ESPN.com
- Giveaways on ESPN Radio
- Promotions at Pop Warner events and Wide World of Sports football events
- Galleys available for sell-ins
- Outreach to football & fantasy football websites, blogs, and magazines
- Outreach to regional & national media outlets for interviews and reviews

ABOUT THE AUTHOR

A college football analyst for ESPN since 1997, **Bill Curry** spent 17 years as a head football coach at Georgia Tech, Alabama, and Kentucky. From 1965 to 1974, the two-time Pro Bowl center played with the Green Bay Packers, Houston Oilers, Baltimore Colts, and Los Angeles Rams. He lives in Atlanta.

FALL 2008



Varsity Green

Millionaire Coaches, Ruthless Sneaker Wars, and the Battle for the Soul of College Sports

Mark Yost

Should college athletes be paid to play? Are coaches such as Duke's Mike Krzyzewski and Florida's Urban Meyer worth the millions they receive from universities? And who really benefits from the astronomical sneaker deals that schools sign? Veteran *Wall Street Journal* writer Mark Yost digs into these and other provocative questions in *Varsity Green*, a groundbreaking investigation into the multibillion-dollar business of the NCAA.

From the insanity of recruiting to March Madness itself, sports have long been the financial engine for many schools, and *Varsity Green* provides an eye-opening education about the dollars behind the diplomas. Yost examines every aspect of college sports—the recruiting of elementary school children, the flaws in Title IX, the golden handcuffs of booster clubs—and unlocks the secrets inside the NCAA's considerable vault.

The news is not all alarming, of course. In 1991, Notre Dame—arguably the nation's most lucrative college football franchise—signed its first national television contract. Since then, the university has awarded nearly \$700 million in financial aid, all funded by the football program.

After reading *Varsity Green*, you will never watch college sports the same way again.

MARKETING AND PUBLICITY

- Excerpts/ads in *ESPN The Magazine* and on ESPN.com
- Giveaways on ESPN Radio
- Galleys available for sell-ins
- Outreach to media outlets for interviews and reviews
- Outreach to business media and business schools nationwide

ABOUT THE AUTHOR

Mark Yost has covered the business of sports for more than 20 years as a writer for Dow Jones and *The Wall Street Journal*. A columnist for *Street & Smith's Sports Business Journal*, he is the author of two books, *Tailgating, Sacks, and Salary Caps: How the NFL Became the Most Successful Sports League in History* and *The 200 MPH Billboard: The Inside Story of How Big Money Changed NASCAR*. He lives in Roseville, Minnesota, with his son, George, but they still call Brooklyn home.

September 23, 2008

ISBN-13: 978-1-933060-58-3

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Price: \$24.95 (\$28.95 in Can)

Category: Sports

Format: 6 x 9 hardcover

Pages: 304

Carton Qty: 20

Territories: World

ESPN Sports Almanac 2009

America's Best-Selling Sports Almanac

Gerry Brown and Mike Morrison

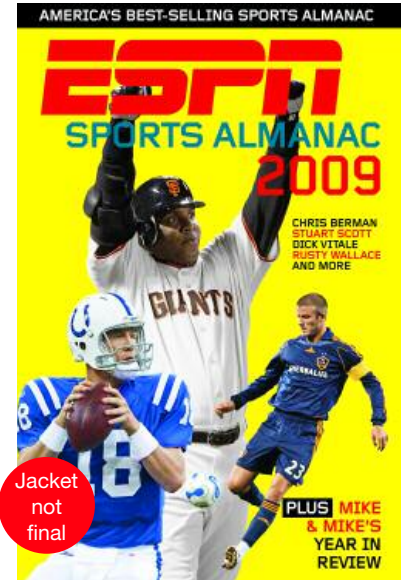
For over 10 years, the *ESPN Sports Almanac* has been the definitive source for answers to almost every sports question. Record holders to champions, auto racing to the Iditarod, ballparks to business news, plus a who's who of the dearly departed athletes of the year past—the *ESPN Sports Almanac 2009* tracks them in hundreds of photos, thousands of tables, countless facts and figures, plus expert analyses from ESPN's most popular personalities (Chris Berman, Stuart Scott, Mike Golic, Mike Greenberg, Dick Vitale, et al.). Add fan input from ESPN.com's SportsNation polls, along with ESPN's unique brand of humor, and this latest edition will keep the *ESPN Sports Almanac* the reigning champion and a *New York Times* best-seller.

MARKETING AND PUBLICITY

- Ads in *ESPN The Magazine*
- Excerpts on ESPN.com
- Online marketing and publicity on ESPN.com
- Book giveaways on ESPN Radio
- Holiday catalog placement

What's New:

- Full recap of the 2008 Summer Games in Beijing
- Enhanced and expanded pro football records
- A bigger and better Ballparks and Arenas chapter
- Full recap of the 2008 Ryder Cup at Valhalla Golf Club
- Additional coverage of mixed martial arts
- Exclusive polls and feedback from ESPN's SportsNation
- Deeper analysis on Fantasy Sports from the experts at ESPN.com



November 6, 2008

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Carton Qty: 20

Territories: US, C, OM



ESPN Mighty Book of Sports Knowledge

Steve Wulf

For those who are young and those who are young at heart, the world of sports is awash in hidden treasures—sacred rules and records, cryptic numerology, hard-won knowledge, legendary feats, and insider tips. In this lushly illustrated guide to the secrets of sport, *ESPN The Magazine* executive editor Steve Wulf—father to four multi-sport athletes—brings this vast store of wisdom to light: The art of oiling a baseball glove, the lore of the Stanley Cup, the power of a great nickname, the story behind Knute Rockne's famous Gipper Speech, the glistening gem in each sport's hall of fame. Packed with time-honored wisdom from the brightest minds in Bristol, Connecticut, and expert advice from real-life professionals, *ESPN Mighty Book of Sports Knowledge* is an essential gift for any fan who ever dreamed of lacing up his shoes just right, stuffing his mouth with bubblegum, or stepping to the plate and saving the day. In other words ... the kid in all of us.

October 7, 2008

ISBN-13: 978-1-933060-35-4

ISBN: 1-933060-64-2

Price: \$24.95 (\$28.95 in Can)

Category: Sports

Format: 7 1/2 x 9 3/4 hardcover

Pages: 288 (four-color throughout)

Carton Qty: 20

Territories: US, C, OM

MARKETING AND PUBLICITY

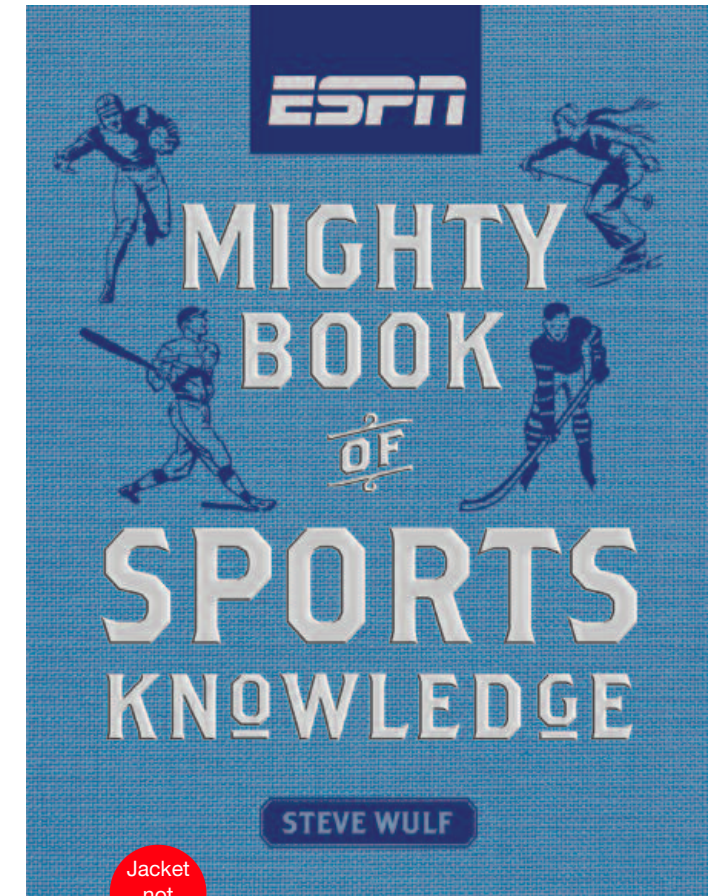
- Ads & excerpts in *ESPN The Magazine* and on ESPN.com
- Promotions and giveaways on ESPN Radio
- Included in the ESPN Holiday Gift Guide
- National and regional holiday promotions in stores and catalogs
- Outreach to national media outlets

ABOUT THE AUTHOR

Steve Wulf is the co-author (with Daniel Okrent) of the best-seller *Baseball Anecdotes* (Oxford University Press), as well as *I Was Right On Time*, the autobiography of Negro Leagues legend Buck O'Neil. A founding editor of *ESPN The Magazine*, Wulf has also been on the staffs of *Time* and *Sports Illustrated*. He has written for *Entertainment Weekly*, *Life*, *The Wall Street Journal*, and *The Economist*. A father of four, he spends an inordinate amount of time watching his kids on various diamonds, rinks, gridirons, courts, and fields. He has been thrown out of only one game.

THINK ...

- KNUTE ROCKNE'S GIPPER SPEECH
- HOW TO OIL A GLOVE
- THE 25 ALL-TIME GREATEST NICKNAMES
- HOW TO CHART A FOOTBALL GAME
- THE FIRST DUNK
- BEND IT LIKE BECKHAM
- BASKETBALL GAMES FOR 1, 2 & 3 PLAYERS
- STORIES OF THE STANLEY CUP
- HOW TO TAPE AN ANKLE
- HOW TO FOLD A PAPER FOOTBALL
- THE MOST FAMOUS NUMBERS, 1-100
- THE COOLEST HALL OF FAME EXHIBITS
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- WIFFLE BALL SECRETS
- HOW TO SKATE LIKE TONY HAWK
- THE AUTHOR OF *CASEY AT THE BAT*
- HOW TO GET INTO THE *GUINNESS BOOK OF WORLD RECORDS*
- THE SECRET TO ROCK, PAPER, SCISSORS
- HOW TO TIE YOUR SHOES
- WHAT TO DO ABOUT A BLACK EYE
- 10 GREAT TRIVIA QUESTIONS
- THREE SPORTS BOYS SHOULD PLAY BUT DON'T
- THREE SPORTS GIRLS SHOULD PLAY BUT DON'T



Jacket
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ALREADY AVAILABLE

Steroid Nation*

**Juiced Home Run Totals, Anti-Aging Miracles, and a Hercules in Every High School: The Secret History of America's True Drug Addiction*

Shaun Assael

When science lets us fulfill our greatest dreams, where do we stop? Should Barry Bonds' home run record be listed in the record book with an asterisk because he was suspected of using steroids? Did performance-enhancing drugs play a role in Lance Armstrong's seven Tour de France victories? And what does Arnold Schwarzenegger's continued success say about the appeal of his steroid-fueled bodybuilding persona?

In the tradition of *And the Band Played On*, award-winning journalist Shaun Assael looks at America's complicated love affair with steroids and how it has grown into the country's—and perhaps the world's—most insidious drug addiction.

Steroid Nation paints a chilling portrait of a nation hooked on artificially pumped-up success. Chronicling steroid use far beyond the headlines, it begins with the body-builders of Venice Beach in the 1970s and continues through to the NFL's Raiders of the '80s and '90s and the baseball scandals of today.

Part detective story, part medical investigation, and part sociological examination, *Steroid Nation* is a groundbreaking work on the most compelling story in sports today.

ISBN-13: 978-1-933060-37-8

ISBN: 1-933060-37-9

Price: \$24.95 (\$29.95 in Can)

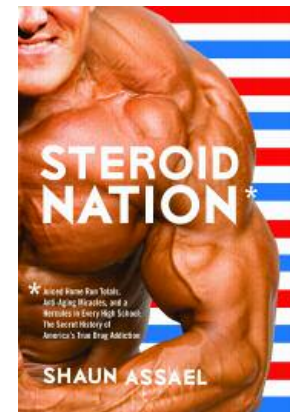
Category: Sports

Format: 6 x 9 hardcover

Pages: 368

Carton Qty: 20

Territories: US, C, OM



ESPN Guide to Psycho Fan Behavior

Edited by Warren St. John

Ever wonder how to brainwash your infant so he doesn't grow up to root, root, root for a rival team? How to goad a basketball player into missing a crucial free throw? How to tear down a goalpost? Do you know the ABCs of body paint?

If not, fear not: Warren St. John has recruited an all-star team of fanatics to help you help your team.

Guaranteed to raise your performance to a truly insane level, *ESPN Guide to Psycho Fan Behavior* is packed with professional tips, informative illustrations, and real-life "fanecdotes." Learn how to kidnap a mascot, the best way to swipe a home run ball from a bleacher bum, and how to keep running after getting Tasered.

With sideline reporting and expert analyses from CollegeHumor.com writers Amir Blumenfeld and Ethan Trex, as well as from Spencer Hall—who writes the blog Every Day Should Be Saturday under the name Orson Swindle—this one-of-a-kind survival manual is the surest way to guarantee that you excel in every game situation: home or away, rain or shine, front-row or nosebleed seat.

ISBN-13: 978-1-933060-36-1

ISBN: 1-933060-36-0

Price: \$14.95 (\$17.95 in Can)

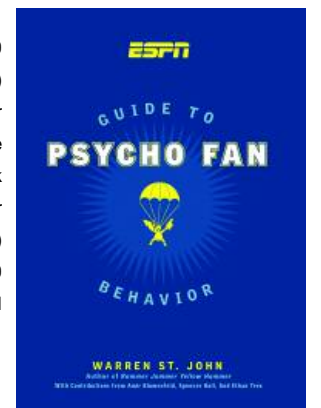
Category: Sports/Humor

Format: 5 x 7 trade paperback

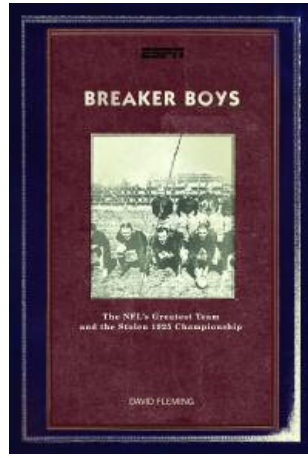
Pages: 176 (two-color illustrations throughout)

Carton Qty: 20

Territories: US, C, OM



Fun fact:
Goalposts cost \$6,000 apiece—but it's not *your* \$6,000!



ISBN-13: 978-1-933060-35-4
 ISBN: 1-933060-35-2
 Price: \$24.95 (\$31.50 in Can)
 Category: Sports
 Format: 6 1/4 x 9 hardcover
 Pages: 320 (with 16-page photo insert)
 Carton Qty: 20
 Territories: US, C, OM

Breaker Boys

The NFL's Greatest Team and the Stolen 1925 Championship

David Fleming

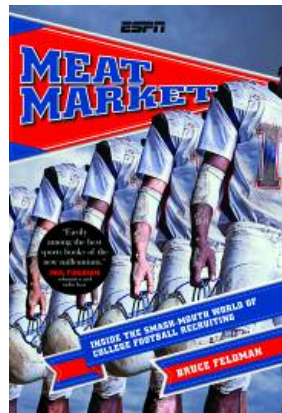
In 1925, the Pottsville Maroons, a semipro football team from the heart of Pennsylvania coal country, joined the young National Football League. These hard-scrabble miners, led by flamboyant player-coach Dick Rauch, did the unthinkable and dominated the NFL.

Near the end of their first season, the Maroons faced the first-place Chicago Cardinals in what many viewed as the championship game. They overcame a Windy City snowstorm to win 21-7 and ended the season with the best record in the league.

When the public demanded it, they also played an exhibition game against an all-star team from Notre Dame, which only a year earlier had won the college championship behind its legendary Four Horsemen. The Maroons defeated the Irish 9-7, and the shoe that Charlie Berry used to kick the winning field goal was bronzed for eternity.

By the following spring, however, the team's NFL championship was history.

In February 1926, the league's owners, citing rules violations in the Notre Dame game, awarded the title to the Chicago Cardinals, though the team initially refused it. For 80 years, Pottsville fans have fought to have their championship restored. *Breaker Boys* tells the team's remarkable story.



ISBN-13: 978-1-933060-39-2
 ISBN: 1-933060-39-5
 Price: \$24.95 (\$31.50 in Can)
 Category: Sports
 Format: 6 x 9 hardcover
 Pages: 320
 Carton Qty: 20
 Territories: US, C, OM

Meat Market

Inside the Smash-Mouth World of College Football Recruiting

Bruce Feldman

In college football circles, the first Wednesday in February is New Year's Day, the Fourth of July, and Christmas all rolled into one. It's payoff time for a year spent screening miles of videotape, probing mountains of data, and balancing the promise of a dazzling 40-yard-dash time against the perils of a putrid GPA. It's the day when coaches across the country camp out in front of their fax machines waiting for their football futures to be decided by a bunch of 18-year-olds. It's National Signing Day.

In this surprising and unprecedented dissection of college football's secret season, author Bruce Feldman takes you deep inside the war room of Ole Miss head coach Ed Orgeron, the combustible Cajun who helped to build national championship teams at the University of Miami and USC before setting up shop in the Deep South. In a blow-by-blow account of the year leading up to National Signing Day 2007, Feldman reveals the inner secrets of Orgeron's success as he and his Ole Miss staff pick 25 winners from a list of a thousand names.

Meat Market makes the actual football season—the one that runs from September through January—read like a postscript.



It Never Rains in Tiger Stadium

John Ed Bradley

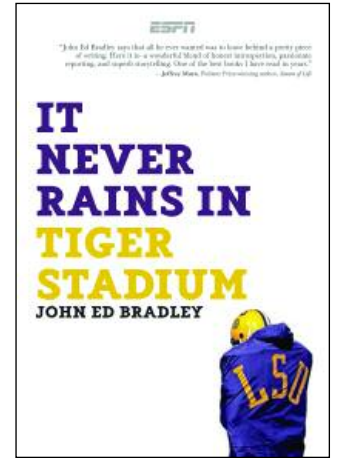
"It was the biggest high you could have. No drugs could match it. The way it felt to run out there with the crowd yelling for you. I wish every kid could experience that."

Such was the charmed life of 21-year-old John Ed Bradley, All-SEC center for the Louisiana State University Tigers. But after his final football game, a 34-10 Tigers romp over Wake Forest in the 1979 Tangerine Bowl, Bradley firmly closed the door to his locker and to his past. He moved on, seemingly untouched by the game, to become a successful journalist and novelist.

But Bradley couldn't help looking back, and soon his past was right in front of him. After the deaths of his old coach, Charles McClendon, and a fellow lineman, Bradley could no longer fight off his Tigers memories. Twenty-three years later, he still knew the names, weights, and jersey numbers of the teammates he had called brothers and whom he had been neglecting ever since.

It Never Rains in Tiger Stadium is inspired by Bradley's classic essay "The Best Years of His Life," which appears in *Sports Illustrated: Fifty Years of Great Writing*. It chronicles his rediscovery of the team that he had long forsaken but never forgotten and his search for forgiveness from teammates who had never forgotten him.

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 Pages: 304
 Carton Qty: 20
 Territories: US, C, OM



The Big Jump

The Tao of Travis Pastrana

Travis Pastrana with Alyssa Roenigk

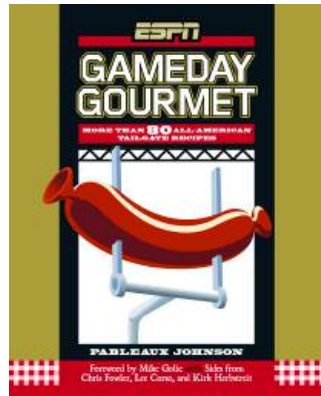
Travis Pastrana, the most celebrated freestyle motocross rider in the world, knows no bounds. In 1999, he celebrated his first X Games gold by launching his bike into San Francisco Bay. Three years later, he rode straight into the Grand Canyon. On purpose.

In *The Big Jump: The Tao of Travis Pastrana*, he makes his biggest leap yet, revealing for the first time the methods (and madness) that fuel his amazing feats. At 14, Pastrana was the youngest World Freestyle Motocross champion. At 17, he was the youngest racer ever to represent Team USA in the Motocross des Nations. Each of *The Big Jump's* chapters builds toward another breathtaking accomplishment, ending with the "impossible" double backflip during X Games 12 that brought Pastrana not just gold but certified legend status.

With a foreword by Mat Hoffman, the godfather of BMX, *The Big Jump* is a fuel-injected ride into the mind and heart of Travis Pastrana.

ISBN-13: 978-1-933060-32-3
 ISBN: 1-933060-32-8
 Price: \$21.95 (\$27.95 in Can)
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 Pages: 176 (four-color photos throughout)
 Carton Qty: 20
 Territories: US, C, OM





ISBN-13: 978-1-933060-15-6
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 Price: \$16.95 (\$21.50 in Can)
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 Format: 7 1/2 x 9 1/4 trade paperback original
 Pages: 208 (two-color illustrations throughout)
 Carton Qty: 20
 Territories: US, C, OM

ESPN GameDay Gourmet

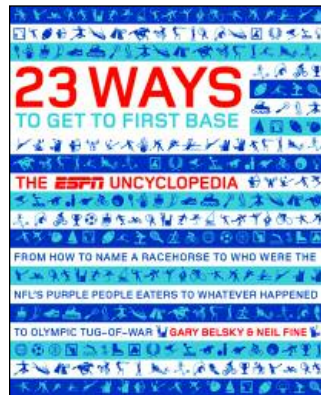
More Than 80 All-American Tailgate Recipes

Pableaux Johnson
 Foreword by Mike Golic

"Pableaux Johnson ... can write about New Orleans food and make you wish you were sitting down with him, right now, with a crust of French bread in your hand, daubing at the red gravy." —Rick Bragg

Forget the foie gras and the wine. We're talking stick-to-your-ribs football food here. Grilled bratwurst, Wisconsin-style. Steamy tubs of hot and hotter Texas chili. Big bowls of Louisiana gumbo. Peanut Butter Buckeyes and Commodore Chess Pie for dessert. All washed down with one of the great cocktails that Florida and Georgia fans know how to mix up so well.

Hungry? Well, dig into *ESPN GameDay Gourmet*, a one-stop source for expert advice on the ultimate tailgate party. Inside you'll find more than 80 easy-to-follow recipes from the nation's most hallowed college football meccas in a rich mix of history and tradition, cooking tips, and fun food facts, served with a double shot of ESPN humor. With an introduction by Mike Golic and second-guessing from the ESPN *College GameDay* crew (Chris Fowler, Kirk Herbstreit, Lee Corso), *ESPN GameDay Gourmet* is the perfect playbook to jump-start your taste buds for every autumn Saturday in your food-and-football future.



ISBN-13: 978-1-933060-10-1
 ISBN: 1-933060-10-7
 Price: \$19.95 (\$24.95 in Can)
 Category: Sports/Reference
 Format: 5 1/2 x 7 1/4 hardcover, paper over board
 Pages: 320 (two-color illustrations throughout)
 Carton Qty: 20
 Territories: US, C, OM

23 Ways to Get to First Base

The ESPN Uncyclopedia

Gary Belsky and Neil Fine

23 Ways to Get to First Base is a comprehensive collection of totally irrelevant, absolutely essential sports knowledge. A must-have for sports fans and the ultimate bar-bet referee, the book explores the true operating system of sports, namely the facts and figures, dates and data, lore and legends that fans think they know or wish they did. It's a one-of-a-kind mix of sports information, presented in an entertaining and visually arresting assortment of lists, charts, graphs, and time lines, including:

- All the positions in Abbott & Costello's "Who's on First?" routine
- Every sports-related phobia
- The full text of Bill Murray's "Cinderella story" speech from *Caddyshack*
- The name of every athlete who has guest-starred on *The Simpsons*
- And, of course, the 23 ways a baseball player can safely reach first base



Ruffian

A Racetrack Romance

William Nack

On July 6, 1975, a charismatic 3-year-old filly named Ruffian broke from the gate at Belmont Park, shattered her right foreleg, and had to be put down. Author William Nack's heartbreaking run with thoroughbred racing's most famous filly, previously immortalized in a made-for-TV movie broadcast on ESPN and ABC, is now retold in this moving, lyrical memoir about the afternoon that forever changed his love affair with the track.



ISBN-13: 978-1-933060-30-9
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 Price: \$14.95 (\$18.95 in Can)
 Category: Sports
 Format: 5 x 7 hardcover
 Pages: 112 (b/w photos throughout)
 Carton Qty: 20
 Territories: US, C, OM

After Jackie

Pride, Prejudice, and Baseball's Forgotten Heroes: An Oral History

Cal Fussman

Jackie Robinson joined the Brooklyn Dodgers in 1947 and forever changed the game of baseball—and America itself. In *After Jackie*, author Cal Fussman traces Robinson's enormous legacy in intimate interviews with former major league players, as well as such luminaries as Jimmy Carter, Muhammad Ali, and Walter Cronkite, who recall the day when one man altered history for so many.



ISBN-13: 978-1-933060-18-7
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 Price: \$24.95 (\$31.95 in Can)
 Category: Sports
 Format: 6 1/4 x 9 hardcover
 Pages: 256 (b/w photos throughout)
 Carton Qty: 20
 Territories: US, C, OM

Rules of the Red Rubber Ball

Find and Sustain Your Life's Work

Kevin Carroll

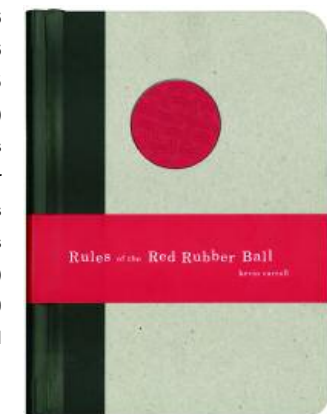
MORE THAN 60,000 COPIES SOLD!

"An adult's version of Dr. Seuss' Oh, the Places You'll Go!" —Newsweek

With simple, delightful storytelling, Kevin Carroll channels his childhood passion for sports and play into a blueprint for life. *Rules of the Red Rubber Ball* shows readers how to achieve maximum human potential through passion and creativity. Finding your own red rubber ball and chasing it to your heart's content is, he argues, the surest route to peace, prosperity, and happiness. With award-winning design, and color photos and illustrations throughout, *Rules of the Red Rubber Ball* will inspire for generations to come.



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 Price: \$14.95 (\$17.50 in Can)
 Category: Sports
 Format: 4 x 5 1/2 hardcover
 Pages: 96 (color photos and illustrations throughout)
 Carton Qty: 20
 Territories: US, C, OM



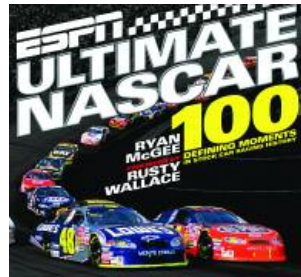
ESPN Ultimate NASCAR

100 Defining Moments in Stock Car Racing History

Ryan McGee

Enjoy NASCAR's triumphant return to ESPN with *ESPN Ultimate NASCAR: 100 Defining Moments in Stock Car Racing History*, a pedal-to-the-metal ride through 60 years of racetrack lore.

Revisit the places, chases, and faces that have made NASCAR America's No. 1 spectator sport. *ESPN Ultimate NASCAR* is the surest way to get on the track without being part of the pit crew.



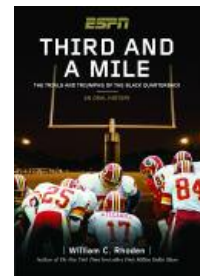
ISBN-13: 978-1-933060-25-5
ISBN: 1-933060-25-5
Price: \$29.95 (\$38.95 in Can)
Category: Sports
Format: 9 x 8 1/2 hardcover
Pages: 240 (four-color photos throughout)
Carton Qty: 10
Territories: US, C, OM

Third and a Mile

The Trials and Triumphs of the Black Quarterback

William C. Rhoden

Long after Jackie Robinson broke baseball's color barrier, African-American quarterbacks found themselves trapped on football's sidelines, unless they moved to wide receiver—or Canada. William C. Rhoden's *Third and a Mile* chronicles the heroic struggle to topple the sports world's staunchest racial barrier, with testimony from such NFL greats as Warren Moon, Doug Williams, Vince Evans, James Harris, Marlin Briscoe, Donovan McNabb, and Daunte Culpepper.



ISBN-13: 978-1-933060-11-8
ISBN: 1-933060-11-5
Price: \$24.95 (\$32.95 in Can)
Category: Sports
Format: 6 1/4 x 9 hardcover
Pages: 240 (b/w photo insert)
Carton Qty: 20
Territories: US, C, OM

Man in the Middle

John Amaechi with Chris Bull

Man in the Middle chronicles John Amaechi's extraordinary journey from awkward, overweight English lad to jet-setting NBA star. Along the way, he endured endless obstacles to his hoop dreams—being abandoned by his father, being cut from his first college team, recovering from a life-threatening injury, playing for abusive coaches, and losing his mother—while also protecting a vital secret that could have ended his career: John Amaechi was gay.



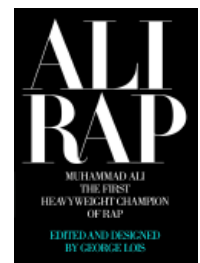
ISBN-13: 978-1-933060-19-4
ISBN: 1-933060-19-0
Price: \$24.95 (\$32.95 in Can)
Category: Sports/Memoir
Format: 6 x 9 hardcover
Pages: 304
Carton Qty: 10
Territories: US, C, OM

Ali Rap Muhammad Ali

The First Heavyweight Champion of Rap

Edited and designed by George Lois

Before there was hip-hop, there was Muhammad Ali. Now, in a hilarious and moving autobiography, powerfully visualized by provocative graphic designer George Lois, *Ali Rap* offers over 300 rap rhythms, wisecracks, and words of inspiration from the mind, heart, and soul of young Cassius Clay as he grew into the man, Muhammad Ali. From Taschen, publishers of *GOAT (Greatest of All Time)*, in collaboration with ESPN Books.



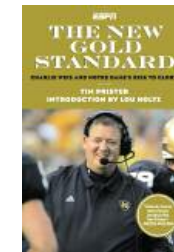
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ISBN: 3-8228-5156-6
Price: \$24.99 (\$32.99 in Can)
Category: Sports/Popular Culture
Format: 5 1/2 x 7 1/2 paperback original
Pages: 608 (color photos and illustrations throughout)
Carton Qty: 10
Territories: World

The New Gold Standard

Charlie Weis and Notre Dame's Return to Glory

Tim Prister, Introduction by Lou Holtz

The Gold Standard—abandoned by most of the world in the 1930s—has been an article of faith in South Bend, Indiana, for most of the past hundred years. No college football program has produced more national championships, more consensus All-Americans, or more Heisman Trophy winners than Notre Dame. *The New Gold Standard* takes you inside a season unique in Fighting Irish history—and inside Charlie Weis' master plan for restoring the Gold Standard.



ISBN-13: 978-1-933060-20-0
ISBN: 1-933060-20-4
Price: \$24.95 (\$32.95 in Can)
Category: Sports
Format: 6 x 9 hardcover
Pages: 288
Carton Qty: 20
Territories: US, C, OM

0:01

Parting Shots From the World of Sports

Edited by Steve Wulf

Foreword by Mike Greenberg

Imagine Joe Paterno as George Bailey in *It's a Wonderful Life*. Or Terrell Owens alone at a Thanksgiving table for 11. These are some of the images collected here from the back page of every issue of *ESPN The Magazine*—sometimes satirical, sometimes evocative, always current—chronicling the personalities, events, and cultural touchstones of sports.



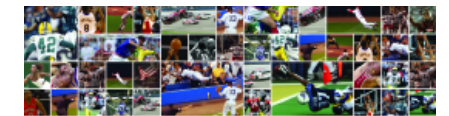
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Category: Sports
Format: 8 1/2 x 10 1/4 paperback original
Pages: 152 (color photos throughout)
Carton Qty: 20
Territories: US, C, OM

ESPN Ultimate Highlight Reel

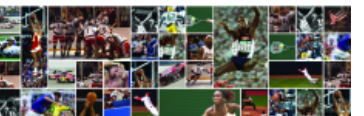
The 365 Wildest, Weirdest, Most Unforgettable SportsCenter Moments of All Time

Foreword by Chris Berman

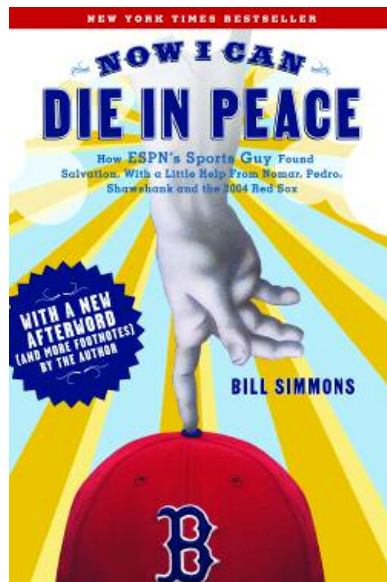
Every week for 25 years, *SportsCenter* has collected the most extraordinary plays, controversial calls, and wackiest fans in sports. Every clip is a ministory about a game, a player, and a season. *Ultimate Highlight Reel* brings you those stories, along with *SportsCenter's* razor-sharp commentary, infectious catchphrases, and unrepentant nicknaming.



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Price: \$29.95 (\$38.95 in Can)
Category: Sports



Format: 9 1/2 x 6 1/2 hardcover, horizontal, paper over board
Pages: 384 (color photos throughout)
Carton Qty: 20
Territories: US, C, OM



ISBN-13: 978-1-933060-13-2
 ISBN: 1-933060-13-1
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 Format: 6 x 9 paperback
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Now I Can Die in Peace

How ESPN's Sports Guy Found Salvation, With a Little Help From Nomar, Pedro, Shawsbank, and the 2004 Red Sox

Bill Simmons

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The critically acclaimed *New York Times* best-seller about the years leading up to the Red Sox's historic 2004 World Series championship is now available in paperback, with a new afterword and more footnotes by the author.

ABOUT THE AUTHOR

Bill Simmons writes the Sports Guy column for ESPN.com's Page 2 and *ESPN The Magazine*. He founded the award-winning *bostonsportsguy.com* website in 1997 and was a writer for *Jimmy Kimmel Live*. He commutes between his home in LA and Fenway Park.

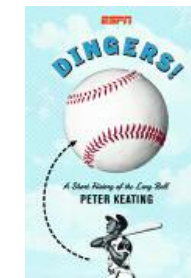
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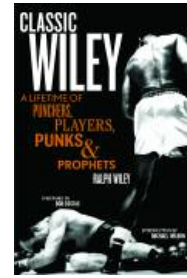
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Ralph Wiley

Foreword by Bob Costas, Introduction by Michael Wilbon

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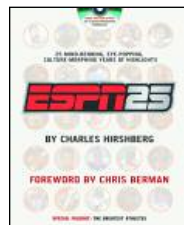
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25 Mind-Bending, Eye-Popping, Culture-Morphing Years of Highlights

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Introduction by Kenny Mayne

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1 Rose Bowl & Sugar Bowl |
 2 Fiesta Bowl | 3 Orange Bowl |
 8 BCS Title Game | 14 Australian Open begins | 24 Winter X Games begin | 27 NHL All-Star Game

February 2008

S	M	T	W	T	F	S
					1	2
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3 Super Bowl | 10 Pro Bowl |
 16 NBA Slam Dunk Contest |
 17 NBA All-Star Game | 17 Daytona 500

March 2008

S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30	31					

16 NCAA Tournament Selection Sunday | 18 NCAA Men's Basketball Tournament begins | 22 NCAA Women's Basketball Tournament begins

April 2008

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20	21	22	23	24	25	26
27	28	29	30			

5 NCAA Men's Final Four begins | 6 NCAA Women's Final Four begins | 10 Masters Golf Tournament begins | 19 NBA Playoffs begin | 26-27 NFL Draft

May 2008

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3 Kentucky Derby |
 17 Preakness Stakes | 19 Senior PGA Championship begins |
 25 French Open begins |
 25 Indy 500

June 2008

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29	30					

5 NBA Finals begin | 7 Belmont Stakes | 12 U.S. Open Golf Championship begins |
 23 Wimbledon begins |
 26 U.S. Women's Open Golf Championship begins

July 2008

S	M	T	W	T	F	S
		1	2	3	4	5
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20	21	22	23	24	25	26
27	28	29	30	31		

5 Tour de France begins | 15 MLB All-Star Game | 17 British Open Golf Championship begins | 27 Baseball Hall of Fame Induction | 31 Summer X Games begin

August 2008

S	M	T	W	T	F	S
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31						

7 PGA Championship begins |
 8 Summer Olympics Opening Ceremony (Beijing) |
 27 U.S. Open Tennis Championship begins

September 2008

S	M	T	W	T	F	S
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• NFL season begins |
 • NASCAR's Chase for the Cup begins | • NHL regular season begins

October 2008

S	M	T	W	T	F	S
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26	27	28	29	30	31	

• MLB Playoffs begin | • World Series begins | 25 Breeders' Cup World Championships | • NBA regular season begins

November 2008

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23	24	25	26	27	28	29
30						

2 NYC Marathon | 27 NFL Thanksgiving games

December 2008

S	M	T	W	T	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

4 National Finals Rodeo begins |
 • Heisman Trophy Ceremony |
 • Women's and Men's Surfing, Pipeline Masters