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Authoritative Guide to Lionel's Promotional Outfits 1960 – 1969

Wins Multiple Prestigious Book Industry Awards

Project Roar Publishing is proud to announce that the *Authoritative Guide to Lionel's Promotional Outfits 1960 – 1969* by John W. Schmid was recognized as an outstanding reference book by three leading book industry organizations. It was awarded...



The best reference book (IPPY Gold Award) from the Independent Publisher Book Awards (IPPY Awards). The IPPY's recognize excellence in independent publishing from more than 3,000 entries.



Honorable mention in the reference book category from *ForeWord Magazine's Book of the Year Awards*. The Book of the Year Awards recognize the best works from independent publishers.



Finalist in the reference book and best new voice (nonfiction) categories from the Benjamin Franklin Awards™ sponsored by the Independent Book Publishers Association. The Benjamin Franklin Awards celebrate excellence in independent publishing.

The *Authoritative Guide to Lionel's Promotional Outfits 1960 – 1969*, published by Project Roar Publishing, is the first and only collector's guide/encyclopedia to fully showcase the more than 700 electric train outfits (sometimes called *uncataloged train sets*) that Lionel created exclusively for retailers and promotional firms (Sears Roebuck and Co., J.C. Penney, Montgomery Ward, Spiegel, Western Auto, A&P, Quaker Oats, and many other firms).

“It stands out as among the most significant pieces of research in the history of this great American toy maker.”

Roger Carp – *Classic Toy Trains* magazine.

Don't miss out on this rare opportunity to discover priceless documentation once lost in time. It's now resurrected in the *Authoritative Guide to Lionel's Promotional Outfits 1960 – 1969*, and more than 1,500 brilliant color photos and images bring readers back to Christmas morning. Train fans seeking to verify or complete their promotional outfit investments can do so, while determining the value and rarity of their sets. In the process, they can also recall fond childhood memories, which are just as valuable as the trains they own.

The Independent Publisher Book Awards, *ForeWord* Magazine's Book of the Year Awards and Benjamin Franklin Awards were presented May 29 - 30 at Book Expo America 2008 in Los Angeles, CA.

John W. Schmid, co-founder and president of Project Roar Publishing, has been collecting trains with his father, George, for as long as he can remember. In 2001, they purchased the Lionel factory orders that serve as the basis of the *Authoritative Guide to Lionel's Promotional Outfits 1960 - 1969*. John is also the co-editor and photographer of the *Authoritative Guide to Lionel's Postwar Operating Cars* and *Inside The Lionel Trains Fun Factory: The History of a Manufacturing Icon and The Place Where Childhood Dreams Were Made*.

The *Authoritative Guide to Lionel's Promotional Outfits 1960 – 1969* is available from Project Roar Publishing, PO Box 599, Winfield, IL 60190, or visit www.projectroar.com or call (630) 653-ROAR (7627). It is also available from Amazon.com, Barnesandnoble.com, bookstores and local hobby retailers. The 848-page book features more than 1,500 color photos and images. Cost is \$69.95 (paperback), \$89.95 (hardcover) or \$150 for the limited-edition collectible hardcover edition.