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PRESS RELEASE

SPORTING CHANCE PRESS: NEW INSPIRATIONAL SPORTS PUBLISHER OPENS ITS DOORS FOR BUSINESS

Crystal Lake, IL —Larry Norris, President of Sporting Chance Press™, Inc. announced today that his company is open for business with the launch of its website, sportingchancepress.com. Sporting Chance Press is a small publishing company with an important mission. According to Norris, “We want to produce sports books that entertain, inform and inspire our readers to improve their game in life. We want our books to convey a positive message in an entertaining way.”

Sporting Chance Press authors will be established communicators who enjoy speaking and putting their ideas and experiences in front of people regularly. “Publishing is about communicating a compelling story with compassion—and using different media to present ideas in an entertaining way,” according to Norris. SCP products are focused on print books, but the company will work with its authors to communicate in many ways including radio, TV, the company’s own “Sporting Chance Press Talk” Blog (sportingchancepress.blogspot.com), and most importantly—via personal speaking engagements.

Sporting Chance Press authors are sports aficionados, not necessarily professional athletes or journalists. Their views, often from the amateur player and fan perspective, speak clearly to the reading public about those things that really matter in life.

The first Sporting Chance Press title is *The 10 Commandments of Baseball*, written by J. D. Thorne. Scheduled to publish in early 2009, Thorne's book is a mix of professional baseball stories and the author's affectionate retelling of his own amateur baseball experiences. The focal point of the book is the classic, but little-known, "10 Commandments of Baseball," the baseball principles created by Major League baseball's most successful manager, Joe McCarthy. McCarthy managed the Cubs, Yankees and Red Sox in the golden era of baseball.

McCarthy's principles have affected baseball training for many decades—from T-Ball to the major leagues—without most people understanding the source. The Commandments are common sense baseball principles that can also be viewed as success rules for life. "Thorne's book is the perfect entre' into the market because it embodies everything we want to do with our books at Sporting Chance Press," Norris reported. "The 10 Commandments of Baseball is entertaining, informative and inspiring. It helps readers come to grips with daily challenges in their own lives."

According to Norris, "I have dozens of good author contacts, but we want to focus on one book at a time. We want to publish about five excellent books a year. All our efforts have been focused on *The 10 Commandments of Baseball* and starting up SCP. After the Commandments comes off the press, authors will have a good sense of what we are about and what we want to accomplish with them. That will be the key to our success."

Larry Norris, the company's founder, has over 35 years of publishing and bookselling experience. For more information contact Norris at lmj.norris@gmail.com.