

# PRESS RELEASE

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Visuals attached

For Immediate Release

ZELLEN COMMUNICATIONS DESIGN BEHIND "THE MAKING OF A CHAMPIONSHIP HEART" BOOK  
Big, bold coffee table book about the New York Yankees' 2009 championship season supports pediatric cancer patient and other charitable organizations

Tampa, FL, April 22, 2011 - In 2008, Tampa attorney Steve Yerrid hit upon the idea to create a big book about a big team, the New York Yankees, which has a long spring training history with this Florida city, for a big cause. The book was conceived to inspire pediatric cancer patients and their families, one of the many causes Mr. Yerrid's foundation supports to help children.

The dedication reads, "Those involved in the creation of this book dedicate the thoughts, principles, and love it contains to the increasing number of pediatric cancer patients who have won the battle against this dreaded disease, those young people who are currently fighting for their lives, and to the memory of the courageous angels who are no longer with us."

When Mr. Yerrid approached his "dear friend with a great heart," George Steinbrenner, about the project, Mr. Steinbrenner wholeheartedly embraced the concept. He granted full access to the entire Yankees organization to fulfill this vision and, after his death in 2010, his children, Hal, Hank, Jenny, and Jessica, along with their mother Joan, continued their unconditional support.

Mr. Yerrid followed the Yankees throughout the 2009 season, from the first spring training game against the Philadelphia Phillies through the World Series triumph against the same team. He personally interviewed the players, coaches, and support staff, the results of which, along with hundreds of photos supplied by the Yankees organization, became the foundation for "The Making of a Championship Heart".

Once he amassed the material for this epic project, Mr. Yerrid teamed up with Kelly Storm of Storm & Ford and Terry Zelen of Zelen Communications to design and produce the book. Ms. Storm managed the print production,



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including the basic content and flow of the book, working directly with Zelen Communications.

The 288-page tome, subtitled, Lessons Learned from Baseball and Life, features individual chapters about the attributes that are so much a part of the champion's make-up, including Preparation, Effort, Confidence, Attitude and Vision, among others. The imagery and accompanying quotes culled from Mr. Yerrid's lengthy interviews relate to the described quality. Mr. Zelen incorporated a broad color palette to define each chapter with its own individual hue. He also interspersed historical photos among the new to exemplify the Yankees' winning tradition. The project required more than a year of effort to bring to print.

Mr. Yerrid said of his relationship with the design team, "I am grateful for the opportunity to work with the best. This group is certainly in that class. The designing and collaboration was outstanding. It was an honor to work with professionals of the highest caliber and I look forward to our future projects."

The Making of a Championship Heart, Lessons Learned from Baseball and Life, was published by SunTide Publishing and is available at Barnes & Noble, Borders, and Amazon or at its web site, [www.championshipheart.com](http://www.championshipheart.com). Significant proceeds from the book will go directly to a number of worthy charitable organizations.

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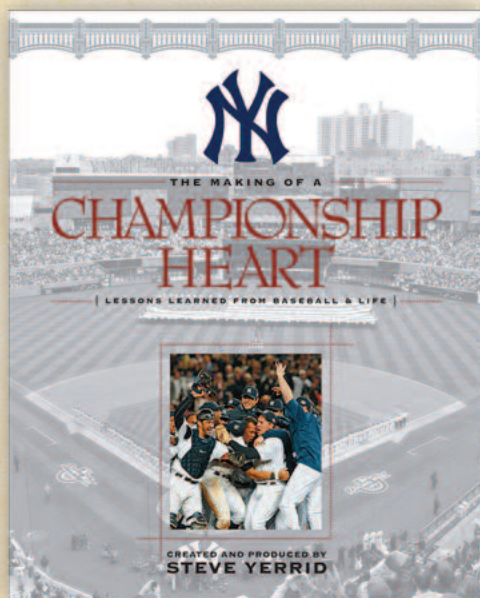
## ABOUT ZELEN COMMUNICATIONS

Zelen Communications offers comprehensive traditional and online marketing and advertising solutions for all businesses from start up ventures to established businesses looking to enhance their existing brand. The firm's clientele has included Mise en Place, Bill Jackson's Store for Adventure, Kforce, Newland Communities, Outback Steakhouse, Roman Law Group, Gospel Music Channel, and Magnon Jewelers, to mention a few. Zelen Communications, which was established in 1992, is located at 304 S. Melville Avenue in Tampa, FL. Contact them at 813-250-1530 and learn more about the company by visiting [www.zelencomm.com](http://www.zelencomm.com).



ABOUT THE AUTHOR

Steve Yerrid has played and watched sports all his life. He has been a life-long New York Yankees fan and shared a friendship with George Steinbrenner for over 30 years. As chairman of the board for The Yerrid Foundation, he supports a number of charitable causes, particularly those seeking to help children. As a trial lawyer, Mr. Yerrid has achieved great success in a career dedicated to helping those who have been wronged. He previously authored When Justice Prevails, a nonfiction work dramatically detailing some of his most significant courtroom trials and Tampa Bay Lightning: Winning Ways, an inspirational book featuring memorable photographs from 2004 when the Tampa Bay Lightning won the Stanley Cup. He continues to practice law and philanthropy in Tampa, Florida.



"I always have confidence...  
It's big. It's good  
to win."

- MARIANO RIVERA

"Watch my dust."

- BARE RUTH



"I like the ball in a  
big game. I'm not  
afraid to take it."  
- David Wells

