



First Books Publishing
502 West 8th Street
Erie, PA 16502

Dear Guidance and Coaching Staffs:

We at First Books Publishing are very pleased to announce our **2006 Raising Athletic Stars Offensive-Defensive Football Camp Scholarship**. At this time, we are inviting your students to take part in the competition to win this exceptional experience. Included with this letter, you will find all of the guidelines for your scholarship applicants. Scholarship applications will only be accepted until **April 17th, 2006**, so we would appreciate it if you'd include this announcement with your school bulletins, announcements, postings, or any other means of communication with students and parents that you utilize as soon as possible. This will allow your applicants to prepare the best possible submission. The official rules and guidelines are also posted on our website www.raisingathleticstars.com, along with information about the book that has inspired this scholarship. You can also feel free to check out the Offensive-Defensive Football Camp website at www.O-D.com.

We are accepting applications from students active in your football program in the age range of 8-18 who also show exemplary educational efforts. This scholarship does not specifically target "star players", but those players who have the potential to be stars in more than one arena in life. Following this ideal, the requirements for the scholarship include referrals from both a teacher and a coach involved with the student's educational and athletic progress, as well as an original essay explaining why the student should be chosen.

Thank you, and we look forward to hearing from your outstanding student-athletes!

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2006 Raising Athletic Stars Scholarship Guidelines & Rules

1. Scholarship is open to student-athletes ages 8 to 18 on the deadline date of the application period. Verification of age will be completed for the winner of the scholarship.
2. The scholarship deadline is **April 17th 2006**, any applications postmarked or received on the website after that date will not be considered.
3. The winner will be notified by phone and letter after the choice has been made.
4. One original 200-word essay (maximum) written by the applicant entitled "Why I Should Be Chosen To Attend O-D Camp This Summer" is required.
5. Two original recommendation letters on school letterhead are required for each applicant.
 - a. A teacher must provide a satisfactory recommendation, highlighting the student's academic efforts and accomplishments.
 - b. A coach must provide a satisfactory recommendation, highlighting the athlete's effort and room for improvement.
6. The scholarship is open to student-athletes residing in and attending classes in school districts encompassed in the geographical region defined as The Continental United States. Verification of residency and school attendance will be completed for the winner.
7. The recipient of the scholarship will be given the choice to attend one of the O-D Camps offered in the summer of 2006.
8. First Books will not be responsible for cancellation or non-attendance by the student-athlete for any reason.
9. A secondary or alternate will be chosen in the event that the primary winner is unable to attend or fails to verify the proper information in a timely fashion. The alternate agrees to take the title of scholarship winner and the associated responsibilities.
10. Transportation to and from the camp of the student-athlete's choice will be the responsibility of the winner.
11. Scholarship winner will agree to participate in future First Books press and promotional events associated with winning the "Raising Athletic Stars Scholarship".
12. Participants will hold First Books, Ted Dance, and all associated parties faultless in the event of any injury/damage arising out of participation in the scholarship competition and/or O-D Camp activities.
13. For minor participants, adult parent or guardian must acknowledge and consent to all activities associated with the scholarship.

**Raising Athletic Stars Youth Football Scholarship Announcement
For Release March 6 to April 14, 2006**

ERIE, PA March 15, 2006--First Books announces their 2006 Offensive Defensive Football Camp Scholarship in celebration of the release of Raising Athletic Stars: Putting Character Building and Integrity Back In Play by Ted Dance. The book focuses on giving parents, students, and families the tools and inspiration to engender great success for America's youth through athletic involvement. The author provides both professional input as well as his own personal experiences as the single father and guiding force to his own successful sons.

Concurrent with the ideals and motives behind the book and author's mission, the scholarship seeks to recognize a youth football student athlete who shows not only athletic promise but, more importantly, academic promise. The author has proven with his own two outstandingly athletic sons that athletic ability can be developed, and following this model, we are seeking a well-rounded student athlete to take this honor. The scholarship application deadline is April 14th 2006 and all applications must be postmarked no later than that date. Students between the ages of 8 and 18 are invited to apply with their short essay, 200 words or less, "Why I Should Be Chosen To Attend O-D Football Camp This Summer" along with two letters of recommendation: one from a teacher and one from a coach, each on school letterhead. This scholarship is open to student-athletes in the Continental United States. The winning student-athlete will then have the choice to attend any one Offensive-Defensive Training Camps of their choice during the summer of 2006. It is our desire to provide more than one scholarship this year, and we are actively seeking sponsors and partners for more deserving students to attend these terrific camps.

Offensive-Defensive Football Academy is the premier summer instructional football program in the country with a 37-year commitment to student athletes on and off the field. Offensive-Defensive Training Camps provide players with full-contact training, and the opportunity to learn and apply the fundamentals through guidance from coaches from the college and professional levels. Offensive-Defensive Football camps are the only camps certified by the NFL Coaches association, and are held over five days in 37 cities across the nation.

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