



## MEDIA ALERT

April 7, 2005

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### Tony La Russa to Sign *3 Nights in August* at Bay Area Appearance

**WALNUT CREEK, CALIFORNIA, April 7, 2005** – Tony La Russa, St. Louis Cardinals Manager and former Oakland Athletics Manager, and subject of Buzz Bissinger's *3 Nights in August: Strategy, Heartbreak, and Joy Inside the Mind of a Manager* (Houghton Mifflin - \$25) will sign copies of the book at Costco Monday, April 11, 2005 at Noon. Costco is located at 3621 Pacific Commons Blvd in Fremont.

Also on Monday, April 11 at 4 p.m., Mr. La Russa will sign copies of *3 Nights in August* at Cody's Books. Cody's is located at 2454 Telegraph Avenue in Berkeley.

What happens when one of our greatest writers is given unprecedented access to one of the great minds of Major League Baseball? In the case of legendary St. Louis Cardinals Manager, Tony La Russa (one of the winningest managers in the game) and best-selling Pulitzer Prize-winning author, Buzz Bissinger (*Friday Night Lights*), the result is *3 Nights in August*.

Set during a spectacular three game series between the Cardinals and their rival Chicago Cubs, *3 Nights in August* is an extraordinary peek behind the scenes at the strategy, luck, and emotions that contribute to the creation of what La Russa calls "beautiful baseball."

"A great writer. A great manager. A great book filled with dramatic twists and turns and surprises. In *3 Nights in August*, Buzz Bissinger has brought to baseball the same magic he brought to football in *Friday Night Lights*." - Bill Belichick, New England Patriots Head Coach

"Already being talked about as the most "inside" baseball book ever." - Bill Madden, New York Daily News

For additional information or to request a review copy or interview, please contact Elena Bicker at 925-296-3116 or [ebicker@arf.net](mailto:ebicker@arf.net).

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