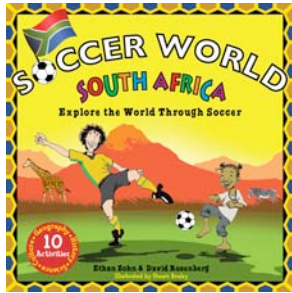


FOR IMMEDIATE RELEASE



*White River Junction, VT* – With the publication of *Soccer World: South Africa*, Nomad Press launches an exciting new series for kids ages 7 to 10. The *Soccer World* series give young readers a chance to join real-life professional soccer player Ethan Zohn in his adventures as he travels around the world. In each country he visits, Ethan interacts with local young soccer players while he explores the geography, history, and culture of the region encouraging readers to share his own passion for discovery.

*Soccer World: South Africa* follows Ethan as he travels to South Africa, site of the 2010 Soccer World Cup, and meets up with his friend Tawela. Together, they explore ancient cave art, South Africa’s largest wildlife preserve, whale migration off the coast of South Africa, traditional South African food, and much more! Each chapter offers culturally specific activities in math, science, language arts, and social studies. *Soccer World: South Africa* places a strong emphasis on “learning by doing” and hands-on discovery. Projects include easy-to-follow directions and uses common household supplies. The final chapter of the book explains some of the social and environmental problems that currently exist in South Africa, and inspires kids to find ways to get involved and make a difference there.

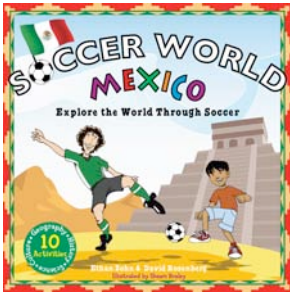
*Soccer World: South Africa* also includes a companion website, where kids can find additional activities and support materials, and share their own service projects with Ethan and other young readers. *Soccer World: South Africa* serves as a perfect way to get kids excited about learning, both on and off the field.

For more information about this book, please contact Rachel Benoit at Nomad Press at 802.649.1995 or [rachel@nomadpress.net](mailto:rachel@nomadpress.net). Pub date April. 2010. SIZE. 8 x 8. 48 pages. Price: \$14.95 hardcover. ISBN 13: 978934670538. Distributed by Independent Publishers Group.

## ***Fun Facts from Soccer World: South Africa***

- South Africa is a very large country, covering 470,000 square miles, which means it is about three times the size of California.
- South Africa has one of the longest coasts in the world because two oceans meet there, the Indian Ocean and the Atlantic Ocean. The point at which they come together is called the Cape of Good Hope.
- A traditional South African barbeque is called a *braai*, and consists of a feast of grilled meats, ranging from chicken to goat and many types of sausage.
- South Africa has 11 official languages.
- Soccer City, located in Johannesburg, is the largest stadium in Africa, and can hold over 90,000 people. It is designed to resemble traditional Africa pottery.
- South Africa will host the FIFA World Cup of Soccer in June, 2010. This marks the first time that an African country has ever hosted the World Cup.
- Kruger National Park, located in the northeastern part of South Africa, covers over 7000 square miles, and contains 147 different kinds of mammals, 517 birds, and 104 reptiles!
- A *galago*, or bush baby, is a small, nocturnal primate that makes a noise that sounds like a crying child.
- Table Mountain is a flat-topped mountain that overlooks the city of Cape Town in South Africa, rising 3,585 feet above sea level. The air around Table Mountain is full of thermals, currents of hot air, which make it perfect for hang-gliding.

FOR IMMEDIATE RELEASE



White River Junction, VT – With the publication of *Soccer World: Mexico*, Nomad Press releases the second title in its exciting new series for kids ages 7 to 10. The *Soccer World* series give young readers a chance to join real-life professional soccer player Ethan Zohn in his adventures as he travels around the world. In each country he visits,

Ethan interacts with local young soccer players while he explores the geography, history, and culture of the region encouraging readers to share his own passion for discovery

In *Soccer World: Mexico*, Ethan travels to Mexico, a country with a strong soccer-playing tradition, and meets up with his friend Gabriel. Together, they explore the traditional markets and “floating gardens” of Mexico City, ancient Mayan ruins, butterfly sanctuaries, and Lucha Libre wrestling. Each chapter offers culturally specific activities in math, science, language arts, and social studies. *Soccer World: Mexico* places a strong emphasis on “learning by doing” and hands-on discovery. Projects include easy-to-follow directions and uses common household supplies. The final chapter of the book explains some of the social and environmental problems that currently exist in Mexico, and inspires kids to find ways to get involved and make a difference there..

*Soccer World: Mexico* also includes a companion website, where kids can find additional activities and support materials, and share their own service projects with Ethan and other young readers. *Soccer World: Mexico* serves as a perfect way to get kids excited about learning both on and off the field.

For more information about this book, please contact Rachel Benoit at Nomad Press at 802.649.1995 or [rachel@nomadpress.net](mailto:rachel@nomadpress.net). Pub date April, 2010. SIZE. 8 x 8. 48 pages. Price: \$14.95 hardcover. ISBN 13: 978934670552. Distributed by Independent Publishers Group.

### ***Fun Facts: Mexico***

- Mexico City is located 7,400 feet above sea level. It was built on the site of the ancient Aztec city of Tenochtitlán, which collapsed after its people over-farmed the land and faced invasion by European conquistadors.
- The country of Mexico has 31 different states and four different coastal areas.
- The Cathedral Metropolitana, in Mexico City, is the largest church in North, South, and Central America.
- Diego Rivera, one of Mexico's most famous artists, is known for his *murals*, large wall paintings.
- Each year, more than 100 million monarch butterflies stop to rest in Mexico during their annual migration from Canada.
- The “floating gardens” of Xochimilco, in Mexico City, provided food for the ancient city of Tenochtitlán, which had canals and waterways instead of streets.
- The Aztec Pyramid of the Sun is the third largest pyramid in the entire world, with 242 steps to the top.
- In Lucha Libre wrestling, which started in Mexico during the 1900s, the wrestlers wear masks and costumes and portray good and evil characters as they fight.

## ***Soccer World Endorsements***

*“Ethan demonstrates the culturally empowering aspect of sports in a way that kids will embrace and enjoy. Parents everywhere will enjoy reading these books with their kids and will find them both educational and fun.”*

—Lance Armstrong, seven-time *Tour de France* winner

*“Fantastic! Soccer World blends history, culture, and the excitement of soccer all rolled into one. Kids are sure to love these.”*

—Jack Bell, *The New York Times* soccer columnist

*“These books are terrific and any parent should be excited to share them with their children . . . it's the perfect mix of education and soccer!”*

—Mia Hamm, two-time FIFA World Player of the Year

*“With Ethan’s Soccer World books I can share with my son not only the fun of soccer, but also the cultural and geographical importance of the world's greatest game! Soccer World is a kick that I will pass on to my son.”*

—Brandi Chastain, FIFA World Cup Winner

*“Ethan’s books provide a passport around the world to soccer-playing and soccer-loving kids everywhere!”*

--Cobi Jones, former L.A. Galaxy player and current assistant coach

*“The Soccer World series is an inventive way to instruct and entertain children, all through the lively eyes of soccer star Ethan Zohn. The books speak to kids on their level, engaging them with fascinating facts about the host countries and include supplemental fun activities to try at home. In each book, Ethan will meet a young friend who serves as a wonderful entry point for a child's understanding as well as that region's culture. I heartily endorse this book series—and learned quite a few things myself!”*

—Kate Boutilier, executive producer, “Rugrats” and “The Wild Thornberrys”

## **About the Authors**

Ethan Zohn is a professional soccer player known for his nice-guys-finish-first win on “Survivor: Africa.” Since then, Ethan has become a full-time philanthropist and lecturer, investing his million-dollar winnings in co-founding the African AIDS/HIV project GrassrootSoccer. He currently travels around the world talking to students about the importance of giving back to the world. Ethan has also served as a host for the MSG Soccer Report, the Fox Soccer Channel, and the environmental travel series “Earthtripping.” He has also been named one of Katie Couric’s Cancer Ambassadors, inspiring others through his own battle with Hodgkins’ Lymphoma.

David Rosenberg is an award-winning television and book author who has written for the classic Nickelodeon series “Rugrats,” “Rocket Power,” and “The Wild Thornberrys.” David has also developed children’s programming for Walt Disney and Klasky Csupo.

## ***About the Illustrator***

Shawn Braley is an award-winning illustrator and graphic designer who lives and works in southern Vermont. He attended the Joe Kubert School of Cartoon and Graphic Art, Inc., and specializes in cartoon and editorial illustration.