



--FOR IMMEDIATE RELEASE --

Triumph Books signs two-time Stanley Cup champion Derek Sanderson

CHICAGO, November 7, 2011—Triumph Books announces today the forthcoming publication of a memoir from colorful and controversial hockey great Derek Sanderson. Sold to Tom Bast and Mitch Rogatz of Triumph Books, Sanderson's memoir will be co-published by HarperCollinsCanada. Sanderson will collaborate with award-winning writer Kevin Shea on his memoir, which is currently scheduled for publication in fall 2012.

"Derek Sanderson was one of the most colorful characters in the game, and a tremendously gifted player," said Bast. "Unfortunately, his status as a superstar enabled him to make too many poor choices that ultimately put his career, and even his life, in jeopardy. His story is compelling, dramatic, at times almost unbelievable, yet ultimately redemptive, and it's a message of hope for those at risk of going down the same dangerous path."

The NHL's Rookie of the Year in 1968, Sanderson played on the two Stanley Cup championships with the Boston Bruins on a roster that included Hall of Famers Bobby Orr and Phil Esposito. By 1972, Sanderson was the highest paid athlete in sports. His lifestyle mirrored his paychecks—he drove a silver Rolls Royce, dated models and Playboy Bunnies, and owned four bars. Sanderson is famously quoted as having told a reporter who asked about his dining habits that his pre-game meal was "a steak and a blonde." But while Sanderson rose quickly to the heights of hockey fame, he soon plummeted to the depths through alcoholism and drugs, at one point, living destitute in New York's Central Park.

Sanderson's memoir will provide new insights into his rollercoaster life. "This book will take you to places where you do not want to go, experience things you don't ever want to try and feel things you don't ever want to feel," Sanderson says. "I do not take any pride in what I did. There were a lot of great times and a ton of laughs before the 'bottoms' showed up to rearrange my lifestyle."

Derek Sanderson is currently a financial advisor to athletes and high net-worth individuals. He has spent many years talking to students about alcohol and drugs. Derek makes a number of appearances to help charities raise awareness and funding for their cause.

From its inception in 1989, Triumph Books has built and sustained a reputation for quality and innovation in sports publishing. Noted sports figures who have published with Triumph include Dan Marino, Jerome Bettis, Whitey Ford, Brett Favre, Mario Lemieux, Ernie Harwell, Curtis Granderson and many others. In 2000 Triumph Books launched Triumph Entertainment, a specialty pop culture and current events imprint. Triumph Entertainment has published dozens of titles on the most popular musicians and performing artists, as well as anime, special anniversaries and general entertainment—everything from Justin Bieber and Britney Spears to the Osbournes and the Beatles. In 2004 Triumph began to diversify its acquisition interest while still maintaining its position as the market leader in sports publishing. Since then, Triumph has brought its signature stamp of excellence to a wide range of genres of publishing, including personal fitness and wellness, puzzle books, cooking and gardening, as well as museum-quality coffee table books on world figures.

For further information or to speak with Tom Bast or Mitch Rogatz of Triumph Books, please contact Jen Wisnowski at jen@ipgbook.com or (312) 337-0747 ext. 227.