**NEWS RELEASE**



**FOR IMMEDIATE RELEASE**

For interview requests contact: Molly Gore

(913) 948-7635

Email: mgore@ascendbooks.com

A Story of Loyalty and Friendship

***Cy’s Perfect Day, The Iowa State Way***

A Must-Read for Iowa State Fans Young and Old!

As the “Voice of the Cyclones,” John Walters is known for his passion and excitement for Iowa State football. In his much-anticipated children’s book, ***Cy’s Perfect Day, The Iowa State Way***, Walters shares the pure joy of being a Cyclone fan — win or lose — and how that loyalty makes a win even more special to celebrate together.

A new football season is about to begin, and Cy, the joyful mascot of the Iowa State Cyclones, can’t wait for kickoff! On game days, Jack Trice Stadium is buzzing with excitement and filled with Cyclone fans dressed in cardinal and gold, tailgating and ready to cheer on their team. But when the Cyclones experience a loss, Cy wonders if his friends will come back to watch another game. Despite his doubts, Cy learns that “Loyal Sons, Forever True” is more than just an expression in the ISU fight song, it’s a way of life for the Cyclone faithful.

“John Walters, the ‘Voice of the Cyclones,’ has created the ‘Perfect’ gift for every young child - ***Cy’s Perfect Day*** children’s book. A must-read for every Iowa Stater’s child or grandchild.”

**—Jamie Pollard, Director of Athletics, Iowa State University**

“John Walters has been the “Voice of the Cyclones” for nearly 20 years and is one of ISU’s biggest supporters. You can feel the passion he has for Cyclone Athletics in the pages of this book. ***Cy’s Perfect Day*** will help foster a new generation of Cyclone fans, which is so vital for the growth of our program. I know my kids will enjoy it.”

**—Matt Campbell, Football Coach, Iowa State University**

For the better part of two decades, John Walters has enjoyed his role as the Voice of the Cyclones. Selected by his peers as a four-time Iowa Sportscaster of the Year, John brings enthusiasm and energy to every Cyclone football and basketball broadcast. His association with Iowa State started in the Johnny Orr era and carries on to this day. ***Cy’s Perfect Day*** brings to life John’s vision of what being a Cyclone fan is all about — and shows why it’s the people who make Iowa State such a special place.

Rob Peters has illustrated over 40 children’s books including ***Hark! It’s Harold the Angel***, ***Go Cubs Go! Baseball’s Never Give Up Story***, and ***Go Chiefs Go! The Championship Season of the Kansas City Chiefs***. Rob has a degree in Visual Communications from Judson College in Illinois.

Title: Cy’s Perfect Day, The Iowa State Way
Author: John Walters
Illustrator: Rob Peters
ISBN: 978-1-7367431-3-7
Price: $17.99 / 8 x 10.5 / Hardcover
Page Count: 32
Genre: Children’s

Available at local retailers, including Dog Eared Books, Beaverdale Books, Duck Worth Wearing, Iowa State University Book Store, Books-A-Million, Hy-Vee, and Barnes & Noble. Online retailers include Amazon (amazon.com) and Barnes & Noble (bn.com).

For more information and to request a preview copy or an interview with John Walters, contact mgore@ascendbooks.com or call 913-948-7635.

Published by Ascend Books, 11722 West 91st Street, Overland Park, KS., 66214.

[www.ascendbooks.com](http://www.ascendbooks.com)

**###**