

Å S G A R D



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VINTAGE FOOTBALL CALENDARS CELEBRATE OLD SCHOOL LEATHERHEADS

2008 calendars feature college football game day programs from early 1900s–1960s

(November 2007) — Notre Dame, Ohio State, Florida, Michigan, Harvard, Yale... the top football colleges in the country with the oldest traditions are celebrated in a series of 40 Vintage Football Calendars released across the country this fall.

In creating the calendars, publisher Asgard Press worked closely with private collectors, museums, university archivists and athletic departments to unearth some of the most memorable illustrations from classic college football game day souvenir programs from the early 1900s through the 1960s. The calendars feature these images just as they appeared on programs sold at stadiums decades ago. Artwork depicts old school “leatherheads” rushing, passing, kicking, tackling and scoring, as well as battling mascots, stadium scenes and homecoming beauties.

Famous rivalries such as Michigan vs. Ohio State, Texas vs. Oklahoma, Stanford vs. Cal, Georgia vs. Florida, and Notre Dame vs. USC are pictured. Half of the Ivy League, all of the Big Ten schools, and many of today’s college football powerhouses are included in the series.

Printed on 100 percent recycled paper using soy based inks, these calendars are not something you’re likely to throw away at the end of the year. Though sold as a large-format wall calendar, the eco-friendly product is really a collection of archival-quality prints ready for framing.

Vintage Football Calendars are sold by major booksellers including Barnes & Noble, Borders, Follett, Books-a-Million and Calendar Club, as well as local souvenir and gift stores on college campuses across the country. The retail price is \$18.95.

Asgard Press is also offering boxed notecard sets and posters featuring game day program images, as well as blank journal books with vintage logos or mascots on the cover. To view the entire Vintage Football Calendar collection or purchase online, go to www.asgardpress.com.

About Asgard Press

Asgard Press has been creating and publishing archival-quality calendars, books and stationery since 1999. Classic college football leatherheads were introduced in 2005 with “Vintage Michigan,” featuring Wolverine game day program covers from the early 1900s-1960s. Today, more than 40 of the top football colleges across the country are featured in this collector’s series of calendars and stationery. While preserving history, Asgard Press also works to protect the environment by using 100% recycled paper and soy-based inks for its entire product line.

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