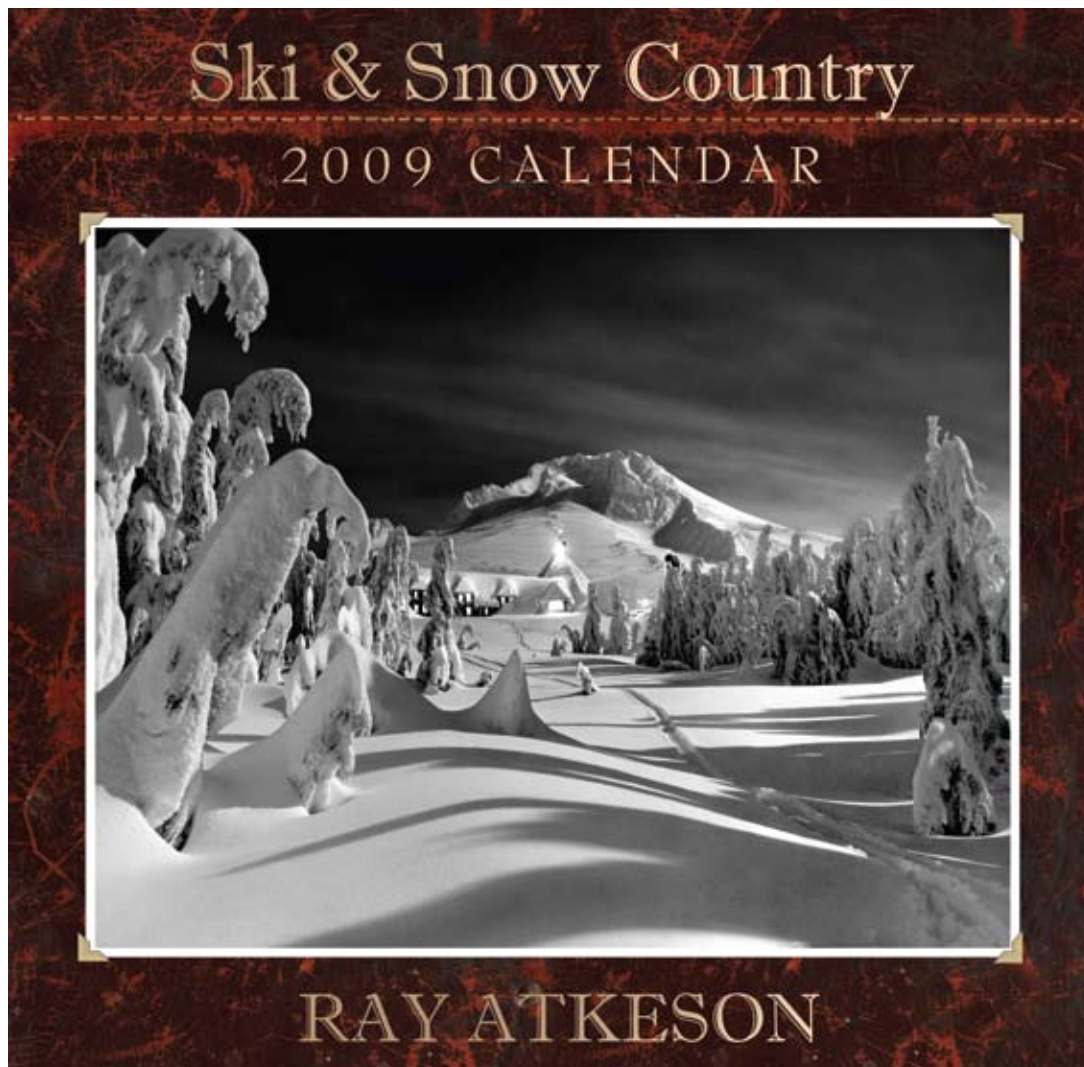


Ski & Snow Country 2009 Wall Calendar

PHOTOGRAPHY BY RAY ATKESON



specifications

Ship Date:	June 2008
Pub Date:	June 2008
ISBN-13:	978-0-9794771-6-4
Price:	\$14.99 us, \$14.99 CAN
Carton Qty:	50
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Trim:	13" x 13" square
Format:	Duotone images, wall calendar
Pages:	N/A
Illustrations:	36 duotone images throughout

The early, romantic days of skiing in the West—the 1930s, 40s, and 50s—were a time of glamour and great excitement. That era of fun and elegance was captured on film by famed outdoor photographer Ray Atkeson and ski moviemaker Warren Miller, who became friends in Squaw Valley in 1949.

Arnica Publishing, Inc. has selected images from the Atkeson stock photo library to reintroduce a nostalgic look back at skiing in the West. Some images come from *Ski & Snow Country: The Golden Years of Skiing in the West: 1930s—1950s* written by Warren Miller and photographed by Ray Atkeson and originally published by Graphic Arts Center Publishing, Inc. in 2000. Warren Miller, Inc. re-issued the book in 2004.



marketing & publicity highlights

- Advertised in Ingram 2009 Calendar Catalog
- Advertising in Baker & Taylor 2009 Calendar Catalog
- Direct mail campaign to ski resorts and shops in the western states



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