



NARDIMEDIA

October 17, 2023

Contact: Ashley Bernardi
ashley@nardimedia.com
202-316-3298

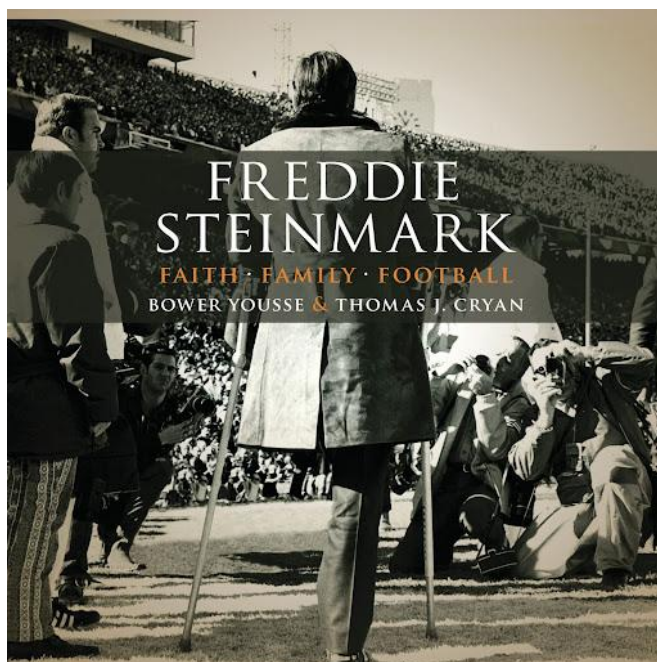
IMMERSIVE AUDIO EXPERIENCE: FREDDIE STEINMARK'S STORY IN AUDIOBOOK FORMAT WITH NEW, RICH BONUS FEATURES

FREDDIE STEINMARK: FAITH, FAMILY, FOOTBALL AUDIOBOOK AVAILABLE NOW!

**** Authors & Family Members Available For Interviews; B-ROLL AVAILABLE ****

Bringing to life the enthralling story of football legend Freddie Steinmark, we proudly introduce the release of the audiobook edition of *Freddie Steinmark: Faith, Family, Football*. This isn't your average audiobook; listeners are transported back in time, with a vivid sensory experience featuring historical audio clips and sound effects that provide a deep connection to the narrative's era, people, and places. The audiobook was recorded at Blue Room Music Studio, an award-winning production studio (<https://blueroommusicstudio.com>).

Over 45 years ago, University of Texas football star, Freddie Steinmark, deeply moved many Americans, including President Nixon. His poignant journey, originally recounted in the widely-read *Freddie Steinmark: Faith, Family, Football* (University of Texas Press), delves into his life after the National Championship game victory in 1969. Diagnosed with osteosarcoma, Freddie underwent an urgent leg amputation. His valiant fight against cancer not only captivated the nation but also changed the discourse about the disease. While many have embraced his tale through the book, we're excited to announce that his story is now accessible in an immersive audiobook format. This fresh rendition promises to reconnect audiences with Freddie's inspiring legacy and his profound impact on the nation's "War on Cancer." (Note: On the book cover, Sammy Steinmark is pictured as a child to the left of his brother, Freddie Steinmark.)



Among the rich, audio treasures included are:

- Howard Cosell's emotional tribute to Freddie.
- Reverend Billy Graham's pre-game prayer before "The Game of the Century."
- A gripping scene from the movie *My All American* featuring Aaron Eckhart as Coach Darrell Royal.
- Locker room comments by President Nixon after the Nation Championship game, and an insight into his relationship with Freddie.

- Lending his voice to depict Freddie in this audio rendition is none other than his younger brother, Sammy Steinmark. Being 7 years apart, the two shared a bond like no other, with Sammy experiencing firsthand the events narrated in the story, adding a layer of depth and poignancy to the narrative.
- A rare recording of Freddie discussing his cancer diagnosis and hope for a cure as part of the “Fred Steinmark Story” short film by the American Cancer Society.

But that's not all. The audiobook also boasts a 2-hour Bonus Materials section that includes:

- Interviews with Gloria Steinmark, Freddie’s late mother.
- Insights from Dave Logan, the Voice of the Denver Broncos.
- Conversations with Freddie’s high school teammate and roommate at the University of Texas, Bobby Mitchell.
- Commentary from family members including brother Sammy and nephew Freddie Joe.
- Behind the scenes chats with the authors and much more.
- Freddie Steinmark's impact remains as resonant as ever. Catholics have been considering the possible path for Freddie’s sainthood following numerous miraculous accounts related to him. The compelling Sports Illustrated article, *Freddie Steinmark’s Far Reaching Legacy Still Felt 44 Years After Death*, by Ken Rodriguez further explores Freddie’s profound effect on countless lives.

Previously told through a biography and a major motion picture, *My All American*, this story now offers an immersive audio experience, allowing listeners to dive deep into Freddie's inspiring journey. The audiobook is available in over 40 major platforms, for a full list, please visit the website: <https://www.freddiejoesteinmark.com/>

AVAILABLE FOR INTERVIEWS:

- **Bower Yousse and Thomas J. Cryan**, co-authors of the book *Freddie Steinmark: Faith, Family, Football*
- **Sammy Steinmark**, brother of Freddie Steinmark

ABOUT THE AUTHORS:

Bower Yousse is the co-author of *Freddie Steinmark: Faith, Family, Football*. A close friend and teammate of Freddie Steinmark as a young boy and teenager, Bower Yousse is a former award-winning creative executive with Young & Rubicam and other advertising agencies. Outside of the advertising industry, Bower is a successful freelance copywriter and producer. He has written several screenplays, magazine articles, and novel-to-screenplay adaptations. @SteinmarkBook

Thomas J. Cryan is the co-author of *Freddie Steinmark: Faith, Family, Football* and the author of *The Next Paradigm: Common Sense For This Generation* and *3 Principles: Building a Future in Peru and Latin America*. Cryan is a media executive and entrepreneur who has founded, invested in, and served on numerous boards within multimedia content.

ABOUT SAMMY STEINMARK:

Sammy Steinmark is the younger brother of Freddie Joe Steinmark, and was a special contributor to the book *Freddie Steinmark: Faith, Family, Football*, as well as a consultant to the movie *My All American*. Sammy played college football at the University of Texas under Coach Darrell Royal and the University of Wyoming, under Coach Fred Akers, who was Freddie Joe Steinmark’s defensive back coach at Texas. Sammy then signed with the Minnesota Vikings of the NFL and the Denver Broncos. An injury ended his playing career and he became an assistant coach at Wyoming, an Assistant Coach at Air Force, and Assistant Head Coach at Navy before moving into a career as an executive in the oil industry.