

## When Schwarzenegger's Mentor's Life Story Airs to 70,000,000 Households June 24— Will You Have Copies of His Book In Stock?

On June 24, E! Entertainment TV will air a one-hour "True Hollywood Story" documentary on the life of Dave Draper, former Mr. Universe and the man who introduced Arnold Schwarzenegger to American-style bodybuilding.

"He shook my hand the day I arrived and said "Welcome to America... " Dave was an extremely sensitive man. He gave me such a warm feeling... it was all on a human level... When I made my first money, I saw Dave's woodwork and thought it would be such a pleasure to have this man I admired so much make me a bed. And he made this *powerful* bed... I could only walk into the bedroom sideways against the wall. I still have that bed. I'd never get rid of it."

*Arnold Schwarzenegger, quoted in GQ magazine profile of Draper, November, 2000*

Draper, who was named Mr. America, Mr. World, and Mr. Universe, was known as "The Blond Bomber." He acted in movies alongside Sharon Tate, Tony Curtis and others, flexed his muscles on back-page comic book ads and then threw success, marriage, and career away in a years-long alcoholic depression. Now, at 58, he has built himself back up again. He owns two health clubs in Santa Cruz, California. His first book (he's already writing a second), *Brother Iron, Sister Steel*, has been winning rave reviews in both the mainstream and the fitness press, with coverage in *Fearless Reviews*, *Muscle & Fitness*, *Modern Man*, *Mid-West Book Review* and others...

"While Draper was publicly constructing his classical sweeping mass, he was privately "ingravidating" his imagination with poetic images and nurturing a writing ability that is even more sublime than his physique. For that, civilization is forever in his debt..."

Muscleheads and eggheads alike: You'll get hooked on *Brother Iron, Sister Steel*. In every word, Draper leaves the mark of his genius, and its effect is not unlike his own experience the night he became Mr. America..."There's a tremor, a stir of expectation, a charge in the air." Here, it lasts for 335 pages."

*Julian Schmidt, FLEX Magazine, May, 2001*

The E!TV show, which gives extensive play to Draper's book, will air first on June 24, and then fifteen times during the following week. It is sure to stimulate significant sales interest. You may even want to highlight the show with a window or endcap display including a book open to one of the 80 classic photos; we would be happy to provide a visual aid tied to the program.

*Brother Iron, Sister Steel* (ISBN 1-931046-65-4) is available through Ingram and Baker & Taylor. On Target Publications has 300 autographed copies available for direct sale to bookstores at 45% discount, publisher pays shipping. Autographed copy orders should be faxed to (831) 466-9183 — Stores without a pre-approved credit account, please include credit card number for pre-payment. No minimum order necessary for faxed credit card orders.

Together, we can create a highly successful sales event around this television feature. Please contact me to turn this publicity bonanza into sales.

Your partner in success,

Laree Draper  
Publisher/On Target Publications

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Category: Health & Fitness/*Bodybuilding & weight training* Sub-Category: Sports & Recreation  
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