

TODAY'S NEWS



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FOR RELEASE: Immediately

HOW TO CELEBRATE ANY ANNIVERSARY!

ANNIVERSARY CELEBRATIONS MADE EASY, written by John Donald Peel, will be published by the Chilton Company on April 18th. This book contains invaluable ideas on how to plan, organize and produce celebrations for all kinds of organizations.

Americans celebrate anniversaries -- civic, cultural, business or personal -- with as much enthusiasm as they give to the myriad number of organizations to which they belong. And yet, never before has there been available a single volume on just how to go about planning, organizing and executing a successful anniversary celebration.

John Donald Peel, the author of ANNIVERSARY CELEBRATIONS MADE EASY, has served a number of major companies as public relations and promotional consultant, and recently has established his own speakers and writers bureau.

Planned as a manual-of-procedure, workbook and source of ideas for the staging of anniversary celebrations, the book presents the actual machinery and programs for public anniversary celebrations, and gives ways to exploit the publicity and public relations values of such observances. More than 150 tried and proven ideas for anniversary activities and events are listed.

ANNIVERSARY CELEBRATIONS MADE EASY is designed for those who most urgently need such a handbook: reference shelves of libraries, business and secretarial schools, trade associations, labor organizations, business and management consultants and public relations and advertising agencies. List Price \$5.00.

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