

**EMBARGO MAY 26, 2015 Contact:** Kathleen Schmidt

212-340-8177 [kathleen.schmidt@perseusbooks.com](mailto:kathleen.schmidt@perseusbooks.com)

**PERSEUS BOOKS GROUP ANNOUNCE PARTNERSHIP WITH TURNER CLASSIC MOVIES FOR A NEW SERIES OF CLASSIC FILM BOOKS**

**New publishing program will launch in Fall 2015**

New York, NY—(May 26, 2015) The Perseus Books Group today announced a global partnership with Turner Classic Movies (TCM) for a series of books inspired by the greatest movies from the origins of cinema to today. To be published by Running Press, the initiative will launch in Fall 2015 with *Creating the Illusion: A Fashionable History of Hollywood Costume Designers* by Jay Jorgensen and Donald L. Scoggins with a foreword by actress Ali McGraw and *Fellini: The Sixties* by Manoah Bowman with a foreword by late Hollywood legend Anita Ekberg. Multiple new books are to follow annually. The range will encompass large-scale books on specific genres of films, stars, and filmmakers, as well as pop culture guides inspired by silver screen classics.

David Steinberger, CEO of the Perseus Books Group said, “We are gratified to be partnering with Turner Classic Movies, and their inspiring mission to capture the enduring style of classic cinema.”

Genevieve McGillicuddy, VP Brand Activation and Partnerships at TCM said, “We couldn’t think of a better publishing partner than Running Press. They have a deep appreciation of the fun and glamour inherent in classic cinema and how it appeals to today’s reader. We look forward to working closely with them in the years ahead.”

Parham Santana, TCM’s exclusive licensing agency brought TCM and Running Press together. Aaron Spiegeland, VP Brand Strategy and Licensing, Parham Santana, said, “No other publisher has put together as strong a portfolio of books on classic cinema as Running Press. Expertly sourced, thoughtfully written, and attractively designed, they make the perfect partner for TCM.”

The partnership between TCM and the Perseus Books Group marks an expansion of an already robust publishing program at Running Press which delivers innovation, creativity, and quality in all of their releases, including *Sharon Tate: Recollection* by Debra Tate, *Cecil B. DeMille: The Art of the Hollywood Epic* by Cecilia de Mille Presley and Mark A. Vieira, and *Edith Head: The Fifty-Year Career of Hollywood’s Greatest Costume Designer* by Jay Jorgensen.

**ABOUT THE PERSEUS BOOKS GROUP**

**The Perseus Books Group** is an independent company committed to enabling independent book publishers to reach their potential, whether those publishers are Perseus-owned, joint ventures or owned by third parties. Perseus publishing imprints include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, PublicAffairs, Running Press, Seal Press, and Westview Press, as well as partnerships with The Daily Beast, The Nation Institute, and The Weinstein Company. Through Consortium Book Sales & Distribution, Perseus Distribution, Perseus Academic, Publishers Group West, and Legato Publishers Group, as well as through its Constellation digital service offering which also supports Argo Navis Author Services and Faber Factory Powered by Constellation, The Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services, serving 400 independent publishers. For more information, visit our websites at [www.perseusbooks.com](http://www.perseusbooks.com), <http://www.constellationdigital.com>.

**About Running Press**

One of the largest independent trade publishers in the country, Running Press Book Publishers has been providing consumers with an innovative list of quality books and book-related kits since 1972. The house creates more than 200 new titles a year under three imprints: Running Press, Running Press Miniature Editions™, and Running Press Kids. Titles cover a broad range of lifestyle and pop culture categories, including: food and wine, craft, humor, performing arts, as well as children's activity, licensed programs, and YA/Middle grade fiction. Running Press is headquartered in Philadelphia, PA.

Running Press is a proud member of the Perseus Books Group.

**About Turner Classic Movies**

[**Turner Classic Movies (TCM)**](http://www.tcm.com) is a two-time Peabody Award-winning network that presents great films, uncut and commercial-free, from the largest film libraries in the world. TCM, which is available in more than 85 million homes, features the insights of hosts Robert Osborne and Ben Mankiewicz, plus interviews with a wide range of special guests. Currently in its 21st year as a leading authority in classic film, TCM offers critically acclaimed original documentaries and specials; film series like *The Essentials,* hosted by Robert Osborne and Drew Barrymore, and *Friday Night Spotlight*; and annual programming events like *31 Days of Oscar®* in February, *Summer Under the Stars* in August and *TCM Essentials Jr.* during the summer. TCM also connects with movie fans through such events as the annual TCM Classic Film Festival in Hollywood and the TCM Classic Cruise, as well as through the TCM Classic Film Tour in New York City and Los Angeles. In addition, TCM produces a wide range of media about classic film, including books and DVDs, and hosts a wealth of material online at [tcm.com](http://tcm.com) and through the Watch TCM mobile app.

TCM is part of Turner Broadcasting System, Inc., a Time Warner company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

**About Parham Santana**

Parham Santana ([www.parhamsantana.com](http://www.parhamsantana.com)), The Brand Extension Agency helps national brands extend and restage in the retail world. Positioning and brand extension strategies for clients have guided long-term multi-billion-dollar retail programs for thousands of products at major national retailers in every channel of distribution – including Walmart, Kohl’s, and Bed Bath & Beyond. Parham Santana’s clients are among the world’s leading brands, including Food Network, Better Homes and Gardens, Discovery Channel, and American Girl.