

FOR IMMEDIATE RELEASE

Contact: Linda Devlin, Forest Press

Ph: 800-473-9370

Cell: 814-598-2208

devlin@visitANF.com

BOOK ON ALLEGHENY NATIONAL FOREST CAPTURES SPIRIT OF THE WILDS

Bradford, PA—A new book from Forest Press takes readers on an adventure through one of the last wild places in the East. *Pennsylvania Wilds: Images from the Allegheny National Forest* celebrates the rich cultural heritage of the Allegheny National Forest, part of the largest block of untamed public land between New York and Chicago.

The Collector's Edition hardcover introduces readers to wildcatters and lumber barons, conservationists and archaeologists as they journey deep into a forest that is teeming with life. An illustrated history featuring never-before-published images, essays about modern pioneers and page after page of fine-art photography capture the spirit of this hidden corner of America. Tucked inside the book's back cover is a Forest Companion CD complete with map, travel guide, screensaver and more than 50 places to visit inside the Allegheny National Forest region, located in the Pennsylvania Wilds.

Jonathan Tourtellot, director for sustainable tourism for the National Geographic Society and geotourism editor for *National Geographic Traveler* magazine, notes in his foreword to the book, "That quality called 'authenticity' has not yet vanished from these mountains and valleys. With good stewardship, it never will."

Forest Press, a non-profit multimedia organization in Bradford, Pa., is doing for the region what Ansel Adams did for the West-- preserving the area's natural heritage in unforgettable photographs and stories.

The publishers hope readers will come to appreciate the forest as much as they do, creating interest in this undiscovered travel destination.

"Publishing the book was an adventure in itself, much like barreling down the Allegheny River, climbing through what were once Native American hunting grounds, or snowshoeing across miles of fresh fallen snow in a place called Willow Bay," says Linda Devlin, executive director for Forest Press. "The thrill is in the experience and in knowing there is always something new to discover just ahead."

Forest Press was founded in 2005 with a mission to celebrate and promote authentic American experiences in places like the Allegheny National Forest, with a goal of capturing the spirit of this hidden corner of the world so that others will want to come visit.

- more -

Forest Press – 2

The creative team of Forest Press includes: Photographer Ed Bernik, who began his love affair with the Allegheny National Forest after returning to western Pennsylvania from Boston, not as a photographer, but as a fly fisherman—taking refuge on small streams in search of native brook trout; Lisa Gensheimer, a documentary producer and writer whose work has appeared on public television stations nationwide; Bev Verbeke, an award-winning designer who challenges readers to think about the region in new and exciting ways through her artful juxtaposition of color, text and images; and Joe Ferralli, a videographer, director and editor specializing in interactive multimedia design.

Following fast on the heels of the book *Pennsylvania Wilds Images from the Allegheny National Forests* is *Legends and Lore*, a collection of interactive driving tours based on spellbinding tales from the Allegheny Highlands that will entertain and enlighten. This new project from Forest Press is scheduled for release in late 2006, and includes a DVD, coloring book, and magnetic game board for children.

The new book, released in March 2006, *Pennsylvania Wilds: Images from the Allegheny National Forest*, the Forest Companion CD, and Ed Bernik's fine-art photographic prints are available by calling 800-473-9370 or on-line at www.theforestpress.com.

###