



RONALD REAGAN LOVES KIDS
2011 COLLECTIBLE CALENDAR
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PRESS RELEASE

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CONTACT: Stefan Lonce – 914-629-4580; stefanlonce@ReaganCalendar.com

RONALD REAGAN'S GREATEST UNKNOWN ACCOMPLISHMENT REVEALED IN NEW 2011 COLLECTIBLE CALENDAR!

Ronald Reagan's greatest unknown accomplishment is California's vanity license PL8S, which Governor Reagan signed into law on August 21, 1970; the vanity plate fees go to a state fund that fights pollution, conserves open spaces and preserves wildlife, *earning* California \$38 million each year for environmental preservation programs... but hardly anyone knows about this.

Stefan Lonce, who edits the *Montauk Sun* newspaper in NY, reveals that Governor Reagan was an "entrepreneurial environmentalist," in a new 2011 collectible calendar entitled, **RR ♥ KIDZ** [Ronald Reagan Loves Kids]. While searching for a photograph of Governor Reagan signing California's vanity plates law (none exists), Lonce discovered amazing photographs of Governor and Mrs. Reagan, taken by *Sacramento Bee* photographers when Reagan was governor (from 1/2/67 – 1/2/75).

"The *Bee* photographs are joyful and compelling, but the pictures that stood out most were the ones of Governor and Mrs. Reagan with kids. The photos were so powerful that I decided to create a 14 month collectible calendar for 2011," Lonce said. Lonce, whose writing has been published by *The New York Times*, is working on a book, also entitled **RR ♥ KIDZ**.

"Nancy Davis Reagan had a vanity plate when she was California's First Lady, which said **111 NDR**. To make the calendar more fun, I hid a simplified image of Mrs. Reagan's vanity plate in each picture," Lonce said.

The **RR ♥ KIDZ** Collectible Calendar begins with a two page *Introduction*, a magazine-style story by Lonce that deftly weaves together three different themes: Ronald Reagan ("RR") and vanity plates, RR and the environment, and RR and kids. In the *Introduction*, Lonce says that Americans should write letters to each other about RR next February, when the Postal Service will issue a new stamp commemorating the Reagan Centennial (on February 6, 2011). Lonce has begun his "Ronald Reagan Centennial Letter Writing Project," and he will post his letters, and the letters he receives, on his web site (www.ReaganCalendar.com). Lonce also explains that California should issue a new special license plate honoring RR, and that RR would have supported Lonce's program for states to make more money from license plates, without raising taxes or mandatory fees.

The **RR ♥ KIDZ** Collectible Calendar retails for \$25, and can be purchased online at www.ReaganCalendar.com; bulk discounts and personalization are available. A GR8 gift, the calendar is for 14 months (Jan. 2011 – Feb. 2012). Each month has an amazing photograph, a pithy RR quote, a chronology commemorating important events in RR's life, and an eye-catching calendar grid. The 2011 **RR ♥ KIDZ** Collectible Calendar makes people smile! It's got art, it's got history... and it's fun!

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