



DRIVING WITH FDR 2012

COLLECTIBLE CALENDAR

LCNS2ROM, INC.

P.O. BOX 1., Croton-on-Hudson, NY 10520

www.DrivingWithFDR.com

FOR IMMEDIATE RELEASE

CONTACT: STEFAN LONCE 914-629-4580 • StefanLonce@DrivingWithFDR.com

NEW 2012 COLLECTIBLE CALENDAR CELEBRATES FDR AND FRANCES PERKINS

"I will be forever grateful to Secretary Perkins and President Roosevelt for masterminding the Social Security Act and getting Congress to pass it, because the Social Security survivors benefits that my mother, my 5 brothers, and I received after my father's death preserved our family," Stefan Lonce, the author and designer of the **DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR**, said. Lonce's story, "Social Security Preserved My Family," is included in *A Promise to All Generations: Stories & Essays about Social Security & Frances Perkins*, edited by Christopher Breiseth and Kirstin Downey.

Lonce's **DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR** begins with a 4 page magazine-style story that explains how driving empowered and inspired FDR, and changed world history. "After he was paralyzed by polio, FDR couldn't walk, but he could drive, using hand controls that he designed," Lonce explained. In *The Roosevelt I Knew*, Frances Perkins recounted her frequent drives, with FDR at the wheel of his hand-controlled Ford, when she visited him in Hyde Park.

According to Lonce, "If FDR had not been able to drive, then he would not have run for Governor of New York in 1928: his Republican opponent attacked him as a 'cripple,' and being able to drive let FDR *prove*, through photographs, that he was capable of being Governor. If FDR had not been elected Governor in 1928, then he would not have been elected President in 1932, and he would not have been able to rearm America and England, as he did during 1940 and 1941. Hitler would have won the War."

The **DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR** features 13 compelling, frame-able black-and-white monthly photographs (from Jan. 2012 – Jan. 2013) of FDR driving his hand-controlled cars, or being driven in open cars when he was President, with a caption that explains and dates each photo, followed by a pithy FDR quote. To make the calendar more fun, and to encourage readers to study the photos carefully, Lonce hid a simplified image of Chris Breiseth's NY vanity license plate, which says **FDR 1932**, in each photo. In his calendar, Lonce also promotes *A Promise to All Generations*.

"A wall calendar is a book, with date information and art, so I used my **DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR** to tell a great story about FDR, to make readers think... and make them smile. I held the world's first known 'Calendar-Reading-&Signing' at the FDR Presidential Library & Museum on August 14, 2011, where the gift shop is selling my calendar," Lonce said. The calendar includes chronologies of important events in FDR's life and career, and of the WW2 era. Because it is a collectible, Lonce has signed and numbered each calendar.

A slideshow of the **DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR** can be viewed online at **www.DrivingWithFDR.com**, where the calendar is sold for \$18 (plus \$6 for shipping & handling).

www.DrivingWithFDR.com