



**RONALD REAGAN LOVES KIDS**  
2011 COLLECTIBLE CALENDAR  
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## **PRESS RELEASE**

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### **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, a newspaper editor, graphic designer, and author, 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 one of Governor and Mrs. Reagan with kids – their own and other peoples' kids. The photos were so powerful that I decided to create a 14 month collectible calendar for 2011," Lonce said.

"Nancy Davis Reagan had a vanity plate when she was California's First Lady, which said **111 NDR**. To make the calendar more fun, and to encourage readers to study, more carefully, each of the amazing photos of the Reagans, I hid a simplified image of Mrs. Reagan's vanity plate in each photo," Lonce said.

*RR ♥ KIDZ* is a calendar with a cause: it opens with a two page *Prologue*, a magazine-style story by Lonce that deftly weaves together three different themes -- Ronald Reagan and vanity plates, Ronald Reagan and the environment, and Ronald Reagan and kids. In the *Prologue*, Lonce explains how Ronald Reagan would have supported Lonce's program for states to make more money from license plates, without raising taxes or mandatory fees. Lonce also explains why California should issue a new special license plate honoring Ronald Reagan, and why the Postal Service should encourage Americans to write letters to each other about Ronald Reagan next February, when it will issue a new stamp commemorating the centennial of Ronald Reagan's birth (which will be on February 6, 2011).

The *RR ♥ KIDZ* calendar retails for \$25; bulk discounts and personalization are available. The calendar is the perfect holiday or new year's gift for Reagan fans, but those even those Americans who didn't support Reagan politically will like this collectible calendar, which tells three GR8 stories about Ronald Reagan, and has powerful photographs of him, and pithy quotes by him. The calendar has 14 true months (January 2011 – February 2012); each month has a Reagan chronology commemorating important events in Reagan's personal and political lives. The 2011 *RR ♥ KIDZ* collectible calendar will make people smile; it's got art, it's got history, it's got a cause... and it's fun!

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