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Quayside Publishing Group launches new sports imprint – MVP Books

Minneapolis, MN – Quayside Publishing Group is proud to announce the launch of a new imprint: MVP Books. Josh Leventhal has been named Publisher of MVP Books. Leventhal says the mission of the new imprint is to produce distinctive, high-quality books for the sports enthusiast. “We want to create books that offer something beyond what is available through other media—whether it is a lavishly illustrated coffee-table-style book celebrating the history of a favorite team or sport, an in-depth account of a pivotal athlete or event, or an essential reference guide to keep handy while watching your favorite sport on TV or at the stadium.” MVP also plans to expand into fitness and health how-to subjects to meet the needs of an ever-busier populace intent on staying fit.

Leventhal believes that while sports publishing is a crowded market, sports fans and enthusiasts are always eager for new and informative books that are well produced. “We’re going to take it one book at a time, and if everybody pulls together as a team—from the authors to the proofreaders—we’ll succeed. There’s no ‘I’ in MVP.”

Ken Fund, President and CEO of Quayside Publishing Group, says, “MVP Books fits our model perfectly. All of our imprints are dedicated to the enthusiast, and this one will reach out to sports enthusiasts of all types.”

MVP Books is building on the success of prior regional sports books published under the Voyageur Press imprint, which include such titles as *Green Bay Packers, Rebound!, Herb Brooks, Sid Hartman’s Great Minnesota Sports Moments, Chicago Cubs Yesterday & Today, and The Surfboard.*

Among the first titles appearing this spring under the MVP Books logo will be: *New York Yankees and the Meaning of Life, Boston Red Sox and the Meaning of Life, Dodgers Past & Present, and St. Louis Cardinals Past & Present.*

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Quayside Publishing Group, a division of Quarto Group, Inc., represents a dynamic group of imprints dedicated to providing quality and excellence to its readers. Each imprint embodies the breadth and scope of its specialty topics. Quayside encompasses Creative Publishing international (www.creativepub.com), Fair Winds Press (www.fairwindspress.com), Quarry Books

(www.quarrybooks.com), Quiver Books (www.quiverbooks.com), Rockport Publishers (www.rockpub.com), Motorbooks (www.motorbooks.com), MVP Books (www.mvpbooks.com), Voyageur Press (www.voyageurpress.com), and Zenith Press (www.zenithpress.com). We also proudly represent Walter Foster Publishing (www.walterfoster.com) and RotoVision (www.rotovision.com) titles.

Quayside Distribution Services is a leading distributor representing select publishers and reaching the enthusiast and specialty markets worldwide. QDS has over 40 years of experience selling specialist titles and offers a complete distribution solution to its publisher clients.