

## FRATES FAMILY TEAMS UP WITH BOSTON STRONG AUTHORS FOR NEW MEMOIR



### *New Book Will Capture Inspiring Story Behind the Ice Bucket Challenge Phenomenon and The Family's Mission to Strike Out ALS*

#### **FOR IMMEDIATE RELEASE:**

**(Boston, Ma.) – Celebrity Marketing, Inc.** announces today that **Peter Frates** and the **Frates family** will embark on an important new book project with national bestselling authors **Casey Sherman** and **Dave Wedge** which will chronicle Frates' four year battle against ALS and the worldwide social media phenomenon turned historic fundraising effort to raise awareness of and find a cure for the deadly disease. A whopping **\$220 million** has been raised by the **Ice Bucket Challenge** for the ALS Association and its peer organizations around the globe

"I hope this book will serve as an inspiration to others and show them what can be accomplished through determination and through the love and support of family and friends," said **Peter Frates**. "My family looks forward to working closely with Casey and Dave, authors who have a proven track record of success and who will bring both sensitivity and passion to the project."

**Sherman** and **Wedge** are the authors of "**Boston Strong: A City's Triumph over Tragedy**", which is now being used as a basis along with 60 Minutes reporting for the new film "**Patriots Day**" starring Mark Wahlberg, John Goodman and J.K. Simmons. Sherman is also the co-author of the **New York Times Bestseller "The Finest Hours"**, which is now a major motion picture starring Chris Pine and Casey Affleck.

"Pete Frates is a natural born leader - from his early childhood to the ball field at Boston College where he served as captain of the baseball team, to using this dreaded affliction to bring hope to others," said the authors. "The Frates story is also a love story. It's a love story between Pete and his wife Julie and their daughter Lucy, a love story between Pete and his mom Nancy, dad John, brother Andrew and sister Jennifer. It's a powerful story that shows how people all over the world can come together despite cultural differences and language barriers to do accomplish something incredibly positive for others. This will be an important book to write and could also be an inspiring film for the world to see."

“The authors could not be more supportive, engaged and sincere in telling the Frates family story,” says **Cleon Daskalakis, President, Celebrity Marketing Inc.** “Their dedication to this project has been evident from the first meeting and we could not be more excited to move forward with Casey and Dave. This is unquestionably a love story that inspires people on many levels. The world has already acknowledged this by making the Ice Bucket Challenge the largest social media and fund raising effort in history. I am confident this book and potential film will travel a similar course.”

The authors will conduct extensive interviews with the Frates family and key supporters as well as prominent medical professionals on the advances made in ALS research.

The project will be put out to publishers for auction this spring for scheduled release in 2017.

### **ABOUT PETE FRATES**

A former Captain of the Boston College baseball team and professional baseball player in Europe, Pete Frates was diagnosed with ALS in March 2012, at the age of 27. Since his diagnosis, Pete has enjoyed the strength and support of his family, including his wife Julie and their daughter Lucy. Together, they have taken an active role in raising awareness and funds for ALS research. The Frates family is represented by Cleon Daskalakis of Celebrity Marketing Inc. For more information, visit [petefrates.com](http://petefrates.com)

### **ABOUT THE AUTHORS**

Casey Sherman and Dave Wedge are the national bestselling authors of *Boston Strong: A City’s Triumph over Tragedy* (ForeEdge 2014), which told the story of law enforcement and the survivors of the 2013 Boston Marathon Bombings. The book is now the inspiration (along with 60 Minutes reporting) for the upcoming CBS Films production "Patriots Day" starring Mark Wahlberg, John Goodman and Oscar winner J.K. Simmons. Sherman is the author of eight books including the New York Times Bestseller "The Finest Hours", which is now a major motion picture for Walt Disney Pictures starring Chris Pine, Casey Affleck and Eric Bana, "Search for the Strangler", "Animal", "Bad Blood", "Black Irish", "Black Dragon" and the upcoming Cuban Missile Crisis thriller "Above and Beyond". Sherman is also a frequent guest on CNN, Fox News, History Channel, Discovery, Travel Channel, etc. He is also a contributing writer for Esquire, Huffington Post, FOX News.com and Boston Magazine. Dave Wedge is a former top investigative reporter for The Boston Herald. A Boston College graduate, Wedge is a contributing writer for Esquire, Newsweek, DigBoston and several other outlets. Wedge is also the former host of "Terror on Trial" on WRKO Radio and is a frequent guest on CNN, FOX News, CBC in Canada and MSNBC, among other networks. The authors are represented by The Gotham Group in Los Angeles.

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