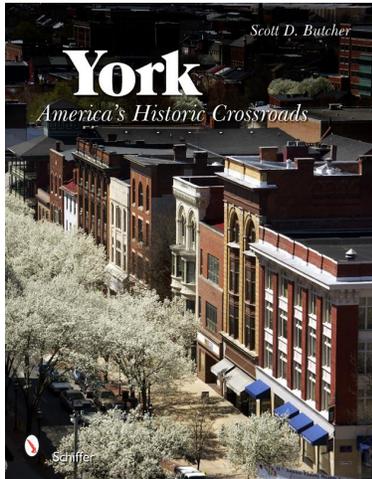


For Immediate Release | October 2008

INTERESTING FACTS & TIDBITS ABOUT YORK: AMERICA'S HISTORIC CROSSROADS

Contact: Pete Schiffer
610-593-1777
Schiffer Books, Ltd.
4880 Lower Valley Road
Atglen, PA 19310



- Scott began photographing downtown York for two college projects. The first was a term paper on York architecture for an architectural appreciation class; the second was a marketing plan for York City, prepared for an advertising management class.
- In the late 1990s, Scott again began photographing York. His work appeared in a *Pennsylvania* magazine photo essay, "Heads Up in York" in the April-May 1999 issue, and also in the 1999 official *York County Visitors Guide*. A photo Scott took of the Colonial Court House appeared on the cover.
- Scott's photos appeared in several subsequent visitors guides, and he worked with the publisher to launch a new relocation and community guide, *RelocationLink: York County* as well as a city-focused visitors guide, *Revolutionary York Visitors Guide*. He wrote and photographed both guides, and many of the photos taken originally for those publications appear in *York: America's Historic Crossroads*.
- Scott holds a Certificate in Professional Photography from the New York Institute of Photography as well as a B.S. in Marketing from The Pennsylvania State University.
- In the years Scott has been photographing York, his tools have changed greatly: (1) Minolta X-700 SLR, (2) Minolta Maxxum 5 SLR, (3) Nikon Coolpix 4300 4 MP, (4) Konica-Minolta Dimage A2 8 MP, (5) Sony A100 10 MP SLR. These run the gamut from mostly manual film to full-automatic, high resolution digital.
- Scott's photos have adorned the walls of Fishers of York (first exhibit when the restaurant opened), Christ Lutheran Church (lobby exhibit), Community Bank (Pear Blossom Festival exhibit), PeoplesBank Commerce Center (First Friday exhibit), and City Art Gallery (part of local exhibit).
- Scott has participated in Yorkfest, A Celebration of the Arts six times, primarily exhibiting and selling photos of York and York County.
- The first local history book Scott wrote and photographed was about local architecture. It was created as an expansion to his popular Web site, www.virtualyork.com. (It was not his first published local history book, however.)
- www.virtualyork.com averages about 1,800 visits per week, and there have been over 555,000 visitors since the site was launched in mid-2001.



- The initial meeting between Scott and Schiffer Publishing representatives occurred at the 2006 York Postcard Show at the York Expo Center —one of the largest postcard shows in North America.

- Scott first pitched the architecture book he had written; Schiffer Publishing declined, as the book was too narrow for their target market.

- Scott next pitched a photo book on York City, which Schiffer Publishing accepted.

- As the deadline for *York: America's Historic Crossroads* was approaching, Scott had to ask for an extension. His son, Jonathan, was born 14 weeks premature and weighed just 1 pound, 3.2 ounces.

- Jonathan remained in York Hospital for 124 days, and Scott put the book on hold to focus on Jonathan and his wife, Deborah.

- The dedication in *York: America's Historic Crossroads* is as follows: "For Debbie, my wife and hero; and for Jonathan, our 1 pound, 3.2 ounce miracle."

- The book contains 315 photographs, all taken by Scott with the exception of a few postcards that grace the chapter introductions.

- The chapter introductions and captions tell the history of York.

- The last full-color coffee-table photo book about York City was released in 1991 in celebration of York City's 250th anniversary.

- Scott first coined "America's Historic Crossroads" when he suggested it as a potential brand for the City of York during development of the first Revolutionary York Visitors Guide.

- He liked the phrase so much that he decided to use it for the title of the book because York has been an important crossroads community for the settlement of the American frontier, American Revolution, Civil War, and Industrial Revolution. Even today York is a crossroads community, a hub that connects the spokes of nearby Gettysburg, Harrisburg, Lancaster, and Baltimore.

- Unique "bird's eye views" were taken from the following locations: Union Lutheran Church Tower, former Rescue Fire Company belfry, Greenway Tech Centre roof, and former York County Court House domes.

- Scott currently serves on the board of directors for Historic York, Inc. and formerly served on the boards of directors for Main Street York, York County Convention & Visitors Bureau, and Leadership York, among others.

- Scott's other books include: *Postcard History Series: York*, *Civil War Walking Tour of York, Pennsylvania*, *York's Historic Architecture*, and *Spooky York, Pennsylvania*.

- *Delaware Reflections*, another coffee-table book written and photographed by Scott and published by Schiffer Publishing, will be released next Spring. It features images of the Delaware Coast from Lewes south to Fenwick Island.

- Scott is currently completing another coffee-table book for Schiffer Publishing, *Gettysburg Reflections*.