

One Foot Forward

Walks in Upstate New York

by Richard B. Frost

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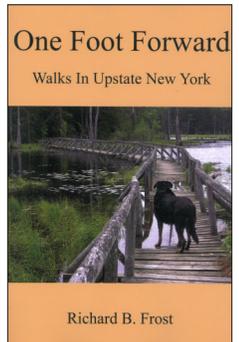
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About the Author: Richard Frost grew up in Glens Falls, New York, before leaving for warmer climates. Eventually he returned to northern New York, where he practices medicine and writes about travel and history. Since 1988, Dr. Frost has written a weekly regional travel column for the *Press-Republican* in Plattsburgh, New York.

One Foot Forward: Walks in Upstate New York is his third book. He lives with his wife, Marty, and his Labrador retriever, Ripken, in the foothills of the northern Adirondacks.



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Description: Detailed walking tours of 120 significant sites in upstate New York (all areas north of New York City). Subjects include historic sites, nature preserves, natural wonders, city and village historic districts, museums and parks, and cultural sites. Serving as guide, the author shares hundreds of interesting historical facts, points out important architectural features, and employs vivid imagery in describing his visit to each location. Contains a remarkable collection of important, interesting, and unusual historical information specific to each site. Maps of each section provide general location for every site, and contact information is provided, including addresses and phone numbers.

Intended Market: General public, interest in New York State history, manmade landmarks, natural wonders, architecture

Marketing Plan: Includes complete press-kit availability online, book-signings, television interviews, radio interviews, 90-minute interview on regional television station, newspaper articles

Selling Points:

This book serves three very important niches:

- It is an outstanding guidebook for anyone in New York State, including residents and visitors. No matter where you are in the state, several of these well-described sites are easily within reach.
- It is an also outstanding guidebook for those not able to visit New York State. The author's personal and personable description of each site provides a "you-are-there" experience.
- It contains an invaluable collection of historical, natural, and cultural information.
- The author knows his subjects very well, having written a weekly travel column for the past two decades.