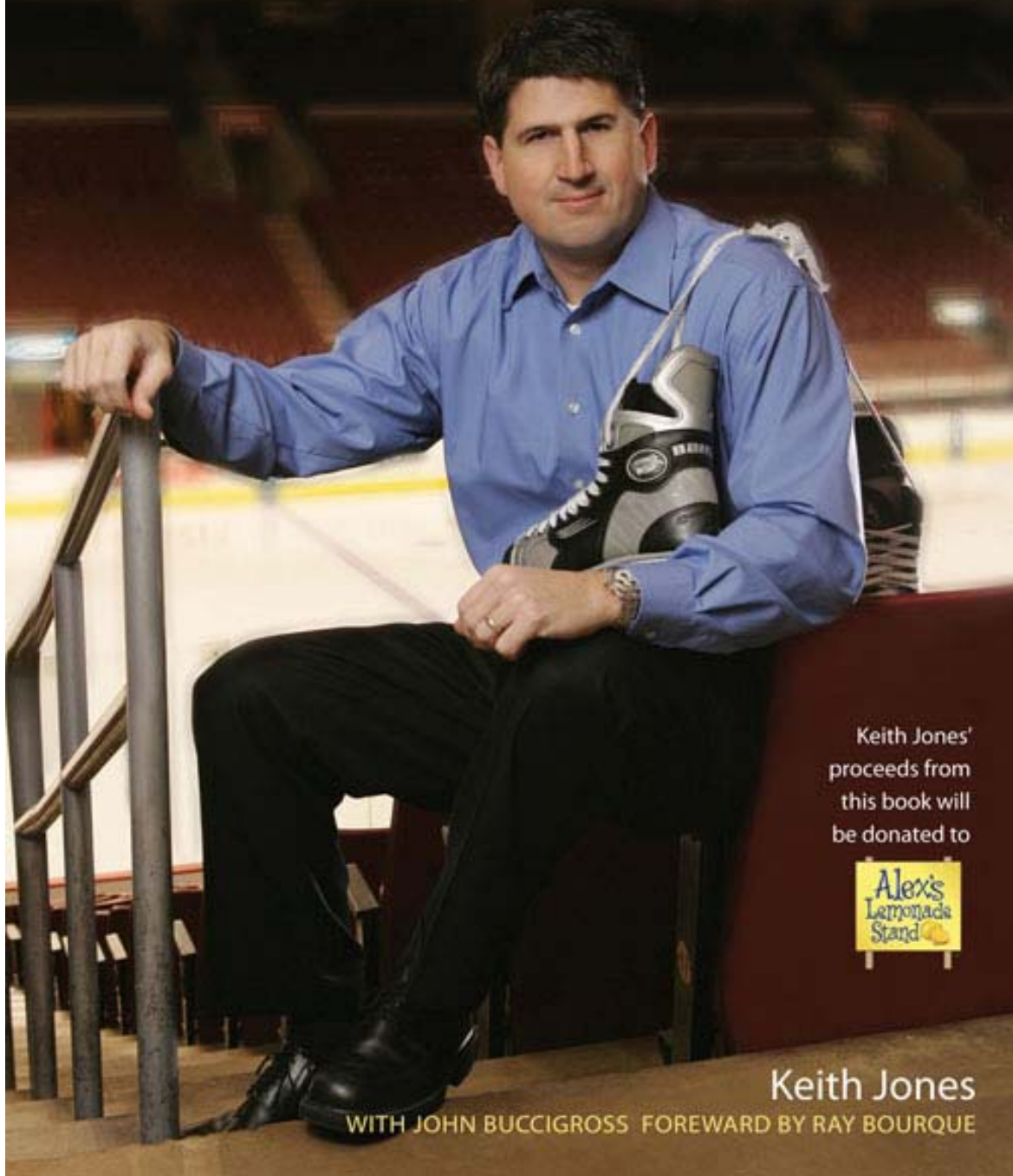


JONESY

PUT YOUR HEAD DOWN & SKATE

The Improbable NHL Career of Keith Jones



Keith Jones' proceeds from this book will be donated to



Keith Jones

WITH JOHN BUCCIGROSS FOREWARD BY RAY BOURQUE

FOR IMMEDIATE RELEASE

New Book Tells the Story of the Improbable NHL Career of Keith Jones

MOORESTOWN, NJ - Middle Atlantic Press has just published *Jonesy: Put your Head Down and Skate*, by former NHL player and current broadcaster Keith Jones. The new book is written with ESPN's hockey analyst and SportsCenter anchor John Buccigross, and has a foreword by NHL Hall-of-Fame defenseman Ray Borque.

No one in the history of Philadelphia sports has made a successful career of being an average player better than Keith Jones. His improbable hockey career started in 1992, when he made his NHL debut with the Washington Capitals. After a brief stint in Colorado, Keith was traded to Philadelphia, where his hard work, dirty play and colorful personality made him one of the more popular players in recent history.

Jonesy is not just the story of Keith's career in the league. He also shares stories he's accumulated over the past 15 years as he played with some of the league's best players, including Peter Forsberg, Joe Sakic, Mark Recchi and Eric Lindros.

All of Keith Jones' proceeds from the book will be donated to Alex's Lemonade Stand.

Since his retirement from the National Hockey League, Keith Jones has had a successful career in broadcasting on both radio and television. John Buccigross joined ESPN in 1996, and since 1998 has been the host of NHL2Night. He also is an anchor for SportsCenter.

Middle Atlantic Press is dedicated to publishing the best in regional books. Our goal is to publish quality nonfiction books for the enjoyment of our readers in the Mid-Atlantic and East Coast regions.

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ABOUT KEITH JONES.....

Keith Jones is a native of Branford, Ontario, Canada. He played his college hockey at Western Michigan University, where he was named to the first team CCHA All-Star squad. In 1988, the Washington Capitals drafted him in the 7th round – 141st overall. He made the club in his first full season, after playing under 20 games in the minor leagues. He went on to play for the Colorado Avalanche, and finally for the Philadelphia Flyers, where he ended his career. He is one of the most popular players to ever wear the Flyers sweater.

After retiring from the NHL, Jones stayed in the Philadelphia area, where he became a broadcaster and radio personality. With well-known hockey analyst Al Morganti, he did Philadelphia Flyers' post game shows on Comcast SportsNet. Starting with the 2005-2006 season, he's been an analyst on Versus, formerly the Outdoor Life Network, for its NHL games. He's also seen on TSN Canada, that country's largest sports network, as a hockey analyst. Beginning with the 2006-2007 season, Keith joined the broadcast team for the Philadelphia Flyers on Comcast SportsNet. And, just to make his life a little busier, two days a week he co-hosts Angelo Cataldi and the Morning Team's radio show on Philadelphia's 610 WIP Sports Radio.

Keith's proceeds from the book will go to Alex's Lemonade Stand, the charity that is the legacy of Alex Scott, who was from the Philadelphia area. To date, the charity has raised over \$12 million for research for childhood cancer.

ABOUT JOHN BUCCIGROSS.....

John Buccigross was born in Pittsburgh, Pennsylvania. A graduate of Heidelberg College in Tiffin, Ohio, he covered sports on Cape Cod for Cape 11 News before going on to WPRI-TV in Providence, RI. In Providence, he was a weekend sports anchor and eventually sat behind the weekday sports desk until 1996, when ESPNNews hired him prior to its launch.

Since 1998, John has been the host of NHL2Night, the 30 minute program of hockey highlights and news on ESPN2, and he is an anchor on ESPN's SportsCenter.

He is married and has two children.

Q&A With John Buccigross

Q: *You're a guy from Western Pennsylvania. Did hockey find you or did you go find hockey? And - how?*

A: My father Ed grew up in Boston playing hockey in the winter. In the early 70's Bobby Orr was the biggest thing in Boston sports. Bigger than anything even now in Boston. The Bruins were Red Sox Nation and my dad listened to every Bruins games on the radio on WBZ. Pittsburgh was an hour away and we would go to games when the Bruins were in town. Hockey also had a goth/church aura about it that made it very mysterious and very interesting to me.

Q: *What's the best thing about working for the world's biggest sports network?*

A: Free Disneyworld passes since we are owned by Disney. And it's in New England, which is my favorite place in the world. And the company allows you to spread your creative wings. They encourage risk. The company is run by good, decent people.

Q: *Is there anything the NHL can do to reach more fans? Or has it reached the "it is what it is" critical mass?*

A: It can stay focused on staying in the mainstream media as much as possible. But like punk rock it will always be a niche sport and to me that is its greatest attraction. I like the smallness of it. But the NHL is not the MLS or WNBA or arena football. When the average salary in those sports is 2 million a player, come talk to me.

Q: *You watch a ton of film and lots of games. Is there one play you can single out as the best you ever saw?*

A: Keith Jones blocking a shot in his defensive zone and having the puck go down to the other end of the ice and into an open net.

Q: *How about the best player you ever saw?*

A: Sidney Crosby is the best player I've ever seen.

Q: *What's your favorite thing about the game of hockey?*

A: The fans of hockey. A cold rink is the warmest place in the world.

Q: *What made you decide to work on a book about Keith Jones?*

A: Keith is an interesting person with an interesting life who continues to succeed despite having no talent to speak of except understanding people and being able to 100% focus on the task in front of him. He's not a real planner, and he treats people well. Everyone who meets Keith likes Keith. Everybody would be better off using Keith as a role model instead of a genetic freak. Keith never should have been in the NHL. He had friends who were way more talented. But Keith understands how things work. He understands how to get from point A to point B. He cares about life but he doesn't care about life. Everything matters but nothing matters. I think the book illustrated this way of thinking and living.

Q: *Why do you think Keith is one of the most beloved (by the fans) Flyers ever, considering he played with the team a relatively short amount of time?*

A: Because he always gave a full effort, he was a smartass, and he has an everyman quality that people just get right away.

Q: *Tell us something you learned about Keith that surprised you while working on the book?*

A: How high the odds really were stacked against him making the NHL. It was a miracle.

Q: *What do you admire about Keith as a hockey player? As a person?*

A: That he had a plan and he implemented it. And he persevered through lots of crazy stuff. As a person? His manners. He has good manners and treats people with a kindness that we should all try to emulate.

Q: *What feeling do you hope the reader will walk away with upon finishing your book about Keith?*

A: That Keith is a caring person who made it to the NHL without having the greatest talent. That, in life, the answer is understanding how to get from point A to point B and then persevering until you get there. That if you treat people well every day, the rewards are endless. And that hockey is a great game filled with great stories. Funny, sad, and memorable.

Please note: This Q&A session with ESPN's John Buccigross may be reprinted if credit is given to Sally Lindsay and Middle Atlantic Press.

Q&A With Keith Jones

Q: *Looking back on your career, is there anything you would change if you could?*

A: I would have loved to have won a Stanley Cup.

Q: *Who was your favorite hockey player when you were growing up in Canada?*

A: John Tonelli of the New York Islanders.

Q: *Who was the toughest hockey player you ever played with?*

A: Dale Hunter.

Q: *Who was the best fighter you ever played against?*

A: Bob Probert.

Q: *Who was the most underrated player you played with or against?*

A: Eric De Jardins.

Q: *Who was the most underrated player you played with or against?*

A: Richie Pilon.

Q: *Which coach taught you the most?*

A: Mark Crawford when I was with Colorado.

Q: *Why do you think the fans in Philly embraced you so strongly, considering you were only here for a few years?*

A: That is the most mind boggling thing to me. I think it was because I played with superstars like (Eric) Lindross and (John) LeClair, and I was the pesky one. They appreciated my pesky style of play.

Q: *When you retired, did you know you wanted a career in broadcasting?*

A: No, I didn't know what I wanted to do, and after my first few appearances on ESPN, I didn't think I'd be a broadcaster! I really wasn't sure what I wanted to do, but I didn't think this would be it.

Q: *What do you like most about your life now that your playing days are over?*

A: Still getting to be in hockey. Still getting to be involved in sports in general, which I can be because of being on the radio. When you stop playing, you're used to that life and you're not sure what to do. I'm lucky that I can still be involved, and I can still be very busy.

Q: *WIP's morning crew is a crazy collection of personalities. Why do you think it works so well?*

A: Well, it was a good fit right from the beginning. It was a good role for me at the station. You have to have good timing, and I was lucky to have it. It's a great group of people and I fit in.

Q: *If hockey had not become your career, what do you think you would have done with your life?*

A: (Laughs) I'd probably be broke! Seriously, I am not sure what I'd be doing – cutting lawns? I hated school....I guess I would have been okay as long as I wouldn't have had to fix anything! I can't do anything like that.....

Q: *OK, give me a word or two that describes the following people: answers in italics*

Keith Primeau - - *great leadership*

John LeClair - - *phenomenal offensive producer, a horse*

Peter Forsberg -- *gifted*

Ray Borque - - *classy*

Joe Sakic - - *a perfect player*

Eric Lindros - - *dominating*

Rod Brind'Amour - - *never say die*

Mario Lemieux - - *pretty to watch, even when you're on the other bench*

Mark Messier - - *a bull*

Keith Jones - - *irritating*