

PRESS RELEASE – COMMUNIQUÉ



Author Fred Levine

April 29, 2015 – Montreal - Triple Trouble Books is a series of books, beautifully written and illustrated by talented **Fred Levine**, loving father of four wonderful children. Fred is pleased to announce the introduction of his second children's book entitled "**Triple Play**"; sequel to the successful "**One good deed deserves another**". Fred is elated and honored to announce that Toronto Blue Jays stores have agreed to sell these books in all of their boutiques, stores and on-line. "**Triple Play**" combines Fred's love for his children and integrates his passion for the sport of baseball.

Initially, Fred penned, illustrated and published his first book "*One good deed deserves another*" in 2013 as it was a welcome distraction for him. Fred is a cancer patient who has been enduring difficult treatment for four years now. Speaking of "one good deed deserves another", Fred decided to generously donate proceeds from the sale of his books to the Pencer Brain Trust, a non-profit organization that generates funds to the Gerry and Nancy Pencer Brain Tumor Center, at Princess Margaret Hospital in Toronto.

Fred Levine, author of **Triple Trouble Books**, in collaboration with the Pencer Brain Trust are thrilled to offer a sale of both books available through the Blue Jays Stores. "The Jays loved the idea of supporting the Brain Trust and couldn't have been more delightful to deal with," says Fred Levine. "We hope to see them through to the World Series."

Today, the Triple Trouble series of books, through its affiliation with the Pencer Center and now through the baseball club is flourishing, while simultaneously raising money and awareness for brain cancer. "One good deed deserves another is definitely playing out."

N.B. The second book, **Triple Play** will be available as of June 1st, 2015.

For further information, check out www.tripletroublebook.com or please contact: Lori Leonard, Publicist at lori.leonard@sympatico.ca or at 450-224-7472