



Ali Rap: Muhammad Ali the First Heavyweight Champion of Rap

George Lois

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Before there was hip-hop: from the publisher that brought you the biggest book on Ali, here comes the smallest This book contains over 300 rap rhythms, witticisms, insults, wisecracks, politically incorrect quips, courageous stands and words of inspiration from the mind, heart and soul of the brash young Cassius Clay, as he steadily grew into the magnificent man who is Muhammad Ali. From a narcissistic self-promoter who eventually became a man of enduring spirituality through a journey of formidable tests, Ali has emerged as a true superhero in the annals of American history, and the Worldwide Ambassador of Courage and Conviction. This fresh, first-person book serves as a hilarious and moving hands-on autobiography by Muhammad Ali, the intrepid man of action who spoke in soundbites, all wittily and powerfully visualized by the provocateur graphic designer, George Lois. Important Dates: ? Dec. 11, 2006: 25th Anniversary of Ali's last fight ? Jan. 17, 2007: Ali's 65th birthday Co-published with ESPN Books, the launch of Ali Rap will be supported with an unprecedented marketing and publicity blitz from ESPN, America's #1 sports media outlet: ESPN Television: ? Ali Rap, The Movie: original 1-hour special based on the book. Through actual Ali clips as well as celebrity performers, the show will feature the most colorful and powerful quotes from him over the course of his life. (debut follows the Heisman Trophy Awards: Dec. 9, 2006, 9 p.m.) ? Ali's Dozen, The Movie: original 1-hour special featuring Ali's 12 most important boxing rounds. (debuts Dec. 9, 2006, 10 p.m.) ? Ali's 65, The Movie: original 2-hour special tied to Muhammad Ali's 65th birthday, celebrating Ali's unique life and career. Fresh off his Emmy-winning ?Rhythm of the Rope, ? Johnson McKelvy will be the producer for this show. (debuts Jan. 3, 2007, 10 p.m.) ? Ali Rap Vignettes: 30-second shorts of Ali's most memorable declarations (running daily, Dec. 9, 2006 ? Jan. 17, 2007) ? TV Advertisements: 10- and 15-second spots for Ali Rap to air on ESPN, ESPN2, ESPN Classic and ESPNEWS (late Nov. 2006 ? early Jan. 2007) ESPN The Magazine: ? Substantial book excerpt (Nov. 2006) ? 5 ? 6 featured ads for the book (Oct. 25, Nov. 8, Nov. 22, Dec. 6., Dec. 21, 2006) ESPN Radio: ? Author interviews (Nov. 2006) ? On-air promotions and giveaways (Nov. 2006) ESPN New Media: ? Prominent feature on ESPN.com and ESPNBooks.com: book cover, description and excerpt, plus link to online retailer (Nov. 2006) ? Fully customizable E-card available for download ? Selected Ali Rap Vignettes featured on Mobile ESPN, ESPN Motion, ESPN Radio and ESPN 360. Facts about ESPN: ? ESPN, ESPN2, ESPN Classic and ESPNEWS Television networks have a combined average audience 2,011,000 households in America during primetime (average of 971,000 households over a 24-hour period). ? ESPN.com celebrated its 10th anniversary in 2005 with nearly 19 million visitors monthly, and has been the leading sports Web site every year since launch. ? ESPN Radio is now heard on more than 300 full-time affiliates covering 85% of the United States; 750 stations carry some ESPN programming, including the top 50 markets and 99 of the top 100. The author: Advertising communicator George Lois is known for dozens of marketing miracles that triggered innovative and populist changes in American and world culture. His most famous work includes the ?I Want My MTV? campaign, JiffyLube and Tommy Hilfiger ads, USA Today's breakthrough ?singing? TV campaign, and ESPN's ?In Your Face? campaign. He is also known as the legendary creator of the iconic Esquire covers of the 1960s. Lois is the author of five books of his work; his previous book is \$ellebrity, dealing with his campaigns using celebrities in fresh and outrageous ways. Contributor: Ron Holland worked alongside George Lois in the glory days of the Creative Revolution as a pioneer copywriter of Big Idea advertising. They continue their never-really-separated lives working on their matchless kind of advertising to this day.

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