

## PRESS RELEASE

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H Bar Press announces Vermont author Adam B. Ford's newest book for children, ***Molly Rides***.

Is snowboarding dying? Not for Molly, the intrepid heroine of ***Molly Rides***. And not for Adam B. Ford, the author, who has been snowboarding—and teaching snowboarding—for nearly 20 years.

"It's sad to see the decline in numbers of snowboarders at ski areas," says Ford. "And it's frustrating to watch the industry still market the sport as a fringe or 'extreme' activity targeted at teen and 20-something males. Girls can play too!"

Ford picked a young girl as his protagonist intentionally, and realizes that sometimes kids might need a little extra push to get going. "It was incredibly exciting to watch Kaitlyn Farrington take the Gold Medal in the Women's Halfpipe at the 2014 Winter Olympics in Sochi, Russia," says Ford, "but it was equally exciting to learn that one of the things that made her determined to ride was kids laughing at her from the lift as she learned. There's a page in ***Molly Rides*** which depicts exactly that, and if Molly can be used as an inspiration for anyone who wants to learn how to snowboard, well, i'd be happy with that."

The book was written and illustrated (by award-winning artist Brian Berley) with the blessing of the Professional Ski Instructors of America and the American Association of Snowboard Instructors. PSIA-AASI is the world's largest grass roots organization of more than 31,400 snowsports professionals who give people the gift of freedom, health, and the ability to enjoy a sport that will reward them for the rest of their life. Adam B. Ford is a Snowboard Level II Certified Instructor who began his career at Sandia Peak Ski Area in New Mexico and currently teaches at Okemo Mountain Resort in Ludlow, Vermont.

Ford is available for inquiries, interviews, or signings in New England and can be contacted via email at [adam@hbarpress.com](mailto:adam@hbarpress.com). *Molly Rides* is available on [Amazon.com](http://Amazon.com) and [BarnesandNoble.com](http://BarnesandNoble.com) or through Ingram Content Group.



Title:	<b>Molly Rides</b>	ISBN:	978-0-9893092-2-6
Format:	Hardcover - 6.14" x 9.21" - 38 pages	Genre:	Children's Picture Book
Publisher:	H Bar Press	Released:	February 24, 2014
Distributor:	Ingram Content Group, available on Amazon and Barnes & Noble		
Summary:	Molly is a skier who spends her days skiing everything that the mountain can throw at her with love and joy. One day, her ski breaks and while she's waiting for a repair, she decides to learn to snowboard. At first it is difficult, but with time and determination, she masters her new skill. She now spends her days on a snowboard, once again riding anything on the mountain. In the end she realizes that although she loves her new sport, she still loves skiing too and is happy to be out on the snow with either skis or a snowboard under her feet.		