



RONALD REAGAN LOVES KIDS
2011 COLLECTIBLE CALENDAR
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PRESS RELEASE

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RONALD REAGAN'S GREATEST UNKNOWN ACCOMPLISHMENT REVEALED IN NEW 2011 COLLECTIBLE CALENDAR!

CROTON-ON-HUDSON, NY: In a new 2011 Collectible Calendar, “**RR ♥ KIDZ** [Ronald Reagan Loves Kids],” Westchester County’s Stefan Lonce reveals Ronald Reagan's greatest unknown accomplishment.

“The law authorizing California to issue vanity license plates, which Governor Reagan signed on August 21, 1970, provides that the plate fees go to a state fund that fights pollution, conserves open space and preserves wildlife, *earning* California \$38 million each year for environmental preservation programs statewide, but hardly anyone knows about this... even in California!” Lonce said.

Lonce, who edits the *Montauk Sun* newspaper in NY, learned that Gov. Reagan was an "entrepreneurial environmentalist" while searching for a photograph of “RR,” as Lonce calls Ronald Reagan, signing the vanity plates law (none exists). Instead, Lonce discovered joyful *Sacramento Bee* photographs of Governor and Mrs. Reagan, when RR was governor (1/2/67 – 1/2/75). "The *Bee* photographs are joyful and fun, but the pictures of Governor and Mrs. Reagan with kids stood out, and inspired me to create a 14 month collectible calendar for 2011," Lonce said. Lonce, whose writing has been published by *The New York Times*, is working on a book, also entitled **RR ♥ KIDZ**.

"Nancy Davis Reagan had a vanity plate when she was California's First Lady, which said **111 NDR**. To make the calendar more fun, I hid a simplified image of Mrs. Reagan's vanity plate in each photograph," Lonce said. Lonce has self-published the calendar, and printed 1,000 copies.

The **RR ♥ KIDZ** Collectible Calendar begins with a two page magazine-style *Introduction* by Lonce that deftly weaves together three different themes: RR and vanity plates, RR and the environment, and RR and kids. In the *Introduction*, Lonce says that Americans should write letters to each other about RR next February, when the Postal Service will issue a new stamp commemorating the Ronald Reagan Centennial (on February 6, 2011). Lonce has begun his “Ronald Reagan Centennial Letter Writing Project,” and will post his letters, and the letters he receives, on www.ReaganCalendar.com (the calendar’s web site). Lonce also explains that California should issue a new special license plate honoring RR, and that RR would have supported Lonce's program for states to *EARN* more money from license plates, without raising taxes or mandatory fees.

The **RR ♥ KIDZ** Collectible Calendar costs \$15, and can only be purchased online at www.ReaganCalendar.com; bulk discounts are available. A GR8 gift, the calendar is for 14 months (Jan. 2011 – Feb. 2012). Each month has an amazing photograph, a pithy RR quote, a chronology commemorating important events in RR’s life, and an eye-catching calendar grid. “My 2011 **RR ♥ KIDZ** Collectible Calendar makes people smile! It’s got art, it’s got history... and it’s fun!” Lonce said.

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