



DRIVING WITH FDR 2012
COLLECTIBLE CALENDAR
LCNS2ROM, INC.
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SELF-PUBLISHED CALENDAR AUTHOR STEFAN LONCE IS IN-SOURCING, INSTEAD OF OUT-SOURCING

"Today, most calendars sold in the United States are printed in China or South Korea, but to help create jobs here in America, I printed my self-published my 2012 calendar at Union Solidarity Graphics in New York City," Stefan Lonce, who is a Westchester resident and is the author-designer of the ***DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR***, said.

"Ronald Reagan famously said, 'A recession is when your neighbor loses his job, and a depression is when you lose your job.' How true that is! Last Christmas, I lost my job as a graphic designer, when the printing and graphics company that I worked for closed, a victim of the 'Depression of 2008,'" Lonce said. For the past 10 months, Lonce has barely gotten by on his income from a part-time job as the editor and designer of *The Montauk Sun*, a free monthly community newspaper. "Instead of feeling sorry for myself because I couldn't find a new job, I decided to go into business for myself. I self-published a new type of calendar, a 'Collectible Calendar,' which is a calendar that you keep even after it's out-of-date," Lonce said.

"My ***DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR*** begins with a 4-page MINIBOOK explaining how being able to drive, using hand controls he designed, after he was paralyzed by polio and couldn't walk, empowered FDR and changed history," Lonce said. The calendar features frame-able black-and-white photographs of FDR driving his hand-controlled cars, or being driven in open cars when he was President, with a caption that explains and dates each photo, followed by a pithy FDR quote. Each of the 13 monthly (Jan. 2012 – Jan. 2013) photos also includes a riddle devised by Lonce.

"If FDR had not been able to drive, using hand controls he designed, after he was paralyzed by polio, then he would not have run for Governor of New York in 1928: his Republican opponent attacked him as a 'cripple,' and being able to drive let FDR *prove*, through photographs, that he was capable of being Governor. If FDR had not been elected Governor in 1928, then he would not have been elected President in 1932, and he would not have been able to arm America and the Allies, as he did during 1940 and 1941. Hitler would have won the War," Lonce concluded, in the calendar.

Because the FDR calendar is a collectible, Lonce is signing and numbering each calendar, just as artists sign and number lithographs. Lonce is also staging "Calendar-Readings" of the 4-page MINIBOOK, which can be printed, for free, online at www.DrivingWithFDR.com. The FDR Presidential Library in Hyde Park, NY hosted the first [partial] Calendar-Reading, on 8/14/11, when Lonce read an excerpt from the FDR calendar. The Art Barn, at 211 North Highland Avenue in Ossining, NY (phone: 914-762-4997) will host the first complete Calendar-Reading, on Sunday 11/6/11 at 3 PM, when Assemblywoman Sandy Galef will participate in reading the entire 4-page MINIBOOK aloud. The Art Barn was voted "Best In Westchester" by *Westchester Magazine* for its custom framing, and also sells greeting cards, posters, art, jewelry, toys and art supplies. "I look forward to welcoming our customers and friends to the Art Barn to hear Stefan Lonce's amazing story about FDR read aloud," Carolyn Dilemme, who, with her husband, Paul, owns The Art Barn, said.

A slideshow of Lonce's ***DRIVING WITH FDR 2012 COLLECTIBLE CALENDAR*** can be viewed online at www.DrivingWithFDR.com. The calendar costs \$18.

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