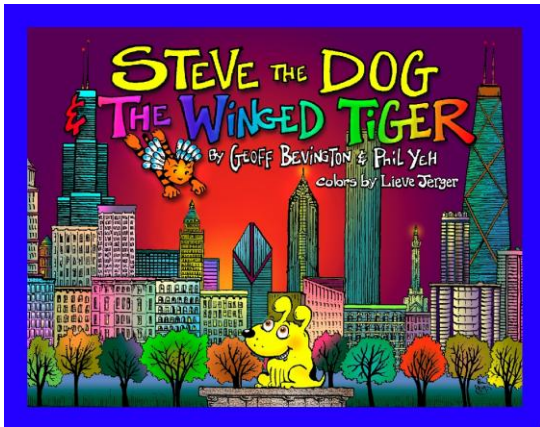


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STEVE THE DOG & THE WINGED TIGER DEBUTS AT OPEN BOOKS IN CHICAGO

WITH A LIVE MURAL PAINTING AND BOOK LAUNCH PARTY, MARCH 19 AND 20, 2010

Phil Yeh, often called the Godfather of the Modern American Graphic Novel, has teamed up with Chicagoland cartoonist Geoff Bevington and Belgian copper lace artist Lieve Jerger to create one of the

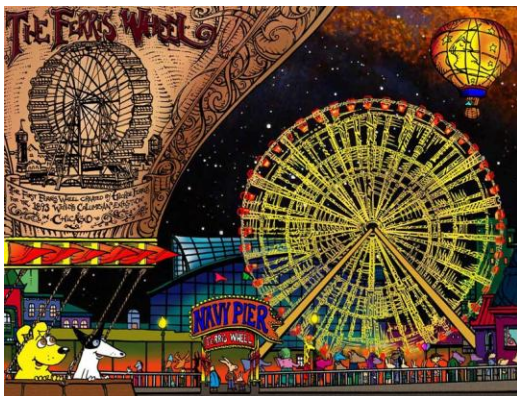


most unique children's books of our time. *Steve the Dog & The Winged Tiger* tells the story of a couch potato dog name Steve who lives in Chicago and gets talked out of his apartment for the very first time in his life by a little dog named Dot. She is taking Steve the Dog to visit her friend, a well-dressed Chicago bull who then introduces

both dogs to his magical friend The Winged Tiger. In this delightful story for all ages, *The Winged Tiger* shows Steve and Dot all the wonderful things that they can do with their lives without using a remote control or electronics of any



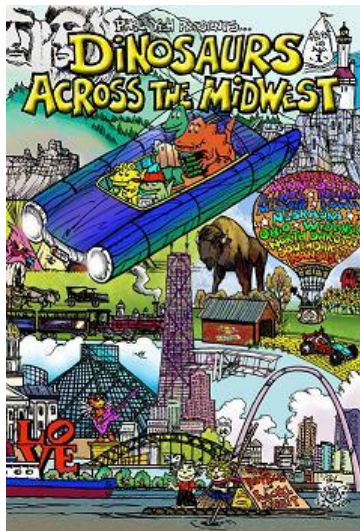
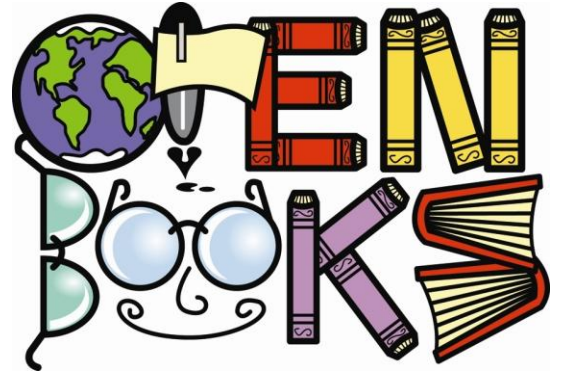
kind. In page after page of this wonderful book, some of the best landmarks of Chicagoland are shown in timeless storybook style. Recent studies of tweens and teens indicate an average of 7 1/2 hours a day



being spent on a variety of electronic distractions. Sadly, reading books or going outside is not one of these activities as the education crisis in the United States continues to get worse. *Steve the Dog & The Winged Tiger* is designed to be a fun way to get reintroduced into the joys of reading real

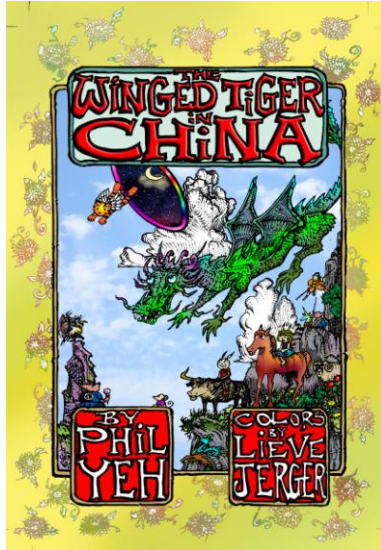
books and also in exploring the many things that can really change our lives no matter what age.

Bevington's Steve the Dog and Dot characters combine with Jerger's unique coloring and Yeh's detailed backgrounds to make this new signed and numbered limited edition book of just 1500 copies a true collector's item for generations to come. The artists will be signing their new book at Open Books on both Friday, March 19 and Saturday, March 20, from 11:00 am-5:00 pm. The store is located at 213W. Institute Place in Chicago. In addition to signing these new books, Yeh and Bevington will create a new permanent mural in Open Books celebrating the slogan "Building a World of Readers, Artists and Dreamers" and everyone is invited to come join in the painting fun. Tony Hawk artist Matt Lorentz will be joining Bevington and Yeh to create this new mural at Open Books. Open Books is a nonprofit social venture that operates an extraordinary bookstore, provides community programs, and mobilizes passionate volunteers to promote literacy in Chicago and beyond. They enhance lives through reading, writing, and the *NEWSWORTHY* power of used books.



Yeh will sign copies of his new *Dinosaurs Across the Midwest* comic book and also copies of his award winning *Dinosaurs Across America* graphic novel, which has been called one of the best ways to learn about American history and geography for all ages. *Dinosaurs Across America* won the Children's Choice Award from the Children's Book Council and the International Reading Association in 2008.

Yeh's *Cartoonists Across America & The World* band have just started their 25th and final year on the road with appearances in California in early February and then a tour of Singapore and Malaysia starting February 20, 2010. The artists have painted more than 1800 colorful murals promoting literacy, the arts, and creativity in the last 24 years.

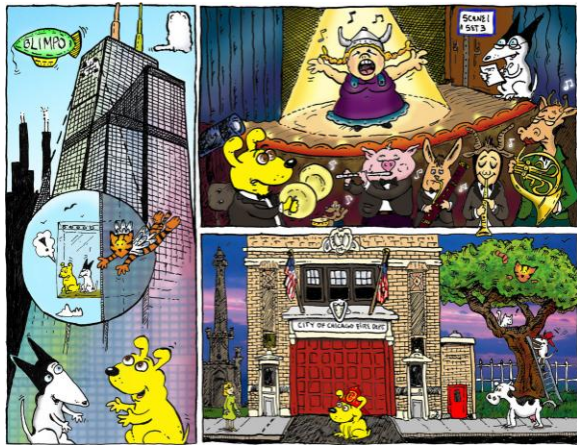


Yeh will be giving an all day workshop on "From Comics to Screen: The Best Properties for Film & TV" on February 23, 2010 in Singapore, where he painted two murals in the late 90s. His workshop is sponsored by the National Book Development Council of Singapore. He will also be doing a book talk and signing at Kinokuniya Book Store on February 21 from 2:00-3:00 and a mural at SCAPE Youth Center beginning at 4:00 that same day. This new tour of Singapore and Malaysia will bring Yeh to Kuala Lumpur for his first mural event and also a speaking engagement sponsored by the Society of Children's Book Writers & Illustrators Malaysia on March 2. Although this is Yeh's first visit to Malaysia, he was commissioned in 1997 by Malaysian Airlines to design his cartoon vision of their capital city of Kuala Lumpur for their magazine.

Yeh speaks to students of all ages in schools, libraries, museums, and community centers and will be touring through the end of 2010 when his 25 year road trip finally comes to an end. He has traveled back to China since 1979 and has written many graphic novels about his adventures throughout the country. Yeh's 1980 classic graphic novel, *Cazco in China* was the very first appearance of Yeh's Winged Tiger character. 2010 marks the 30th anniversary of the Winged Tiger, a character that stands for peace and tolerance. In 2007, Yeh was a special guest at the Third Cartoon and Animation Festival in Hangzhou, China, where he designed a special poster for the event with fellow artists Phil Ortiz of *The Simpsons* and Alex Nino, designer for *Mulan*. That same year, *Little Star* magazine in Beijing asked Yeh to draw a monthly series of cartoon adventures called *The Winged Tiger in China* aimed at international students in Beijing and Shanghai. *The Winged Tiger in China* is Yeh's 89th book and is a fun introduction to China for all ages.

Yeh was born on the Southside of Chicago in 1954 to his American born mother from Homewood,

Illinois and to his Chinese born father who had come to the United States to get his Master's degree in 1948. Yeh grew up in the city of Los Angeles and later attended Cal State University Long Beach. Yeh was 25 when he first had a chance to visit his father's hometown of Hangzhou in 1979 with his father and sister. It was the only time he would meet his grandfather on his father's side. He has spent his life writing graphic novels about people and places throughout the world in an effort to show all people that we are really more alike than different on this planet. In 1985, inspired by his friend Wally



Amos, Yeh founded Cartoonists Across America & The World to promote literacy, creativity, and the arts with his mural painting events and speaking engagements all over the planet. It was in 1988, when painting a billboard promoting Chicago literacy in downtown Chicago sponsored by Patrick Media, that Yeh first met

Geoff Bevington. Their lives seemed to be an opposite mirror of each others with Geoff being born in Los Angeles and raised in the Chicago area and Phil being born in Chicago and growing up in LA.

Both had a parent who worked for Scott Foresman publishing and they loved to draw cartoons and they each had three siblings!

In 1989, Yeh painted a mural in the Library of Congress in Washington, D.C. with former First Lady Barbara Bush and later was honored in the White House for his work for literacy.

In 1990, Yeh was invited to paint a mural at the First Hungarian International Cartoon Festival in Budapest. That trip resulted in the Hungarian government issuing a postage stamp of Yeh's Reading Dinosaurs in celebration of the United Nations International Year of Literacy. In 1999, he



was given one of the first Alphie Awards by the Los Angeles County Library Foundation along with actor Edward James Olmos and Dr. Fred Kort in a ceremony hosted by the late Steve Allen. Wally Amos, who inspired Yeh to create his tour in 1985, flew out from Hawaii to present Yeh's award. At that time more than 27 million American adults could not read and write and sadly, today, there are more than 60 million adult illiterates in the United States.



Yeh pioneered the graphic novel form in the mid-1970s along with NBM publishing in the U.S. He encouraged his fellow artists in North America to embrace the new format and consider the bookstore and library market well before the majority of publishers in his field. His landmark 1977 graphic novel *Even Cazco Gets The Blues* featured introductions by *MAD* magazine cartoonist Sergio Aragonés and the late Golden Age comic book creator Don Rico, and was a real departure from the normal superhero subject matter in the comic book field. His 1993 wordless graphic novel *The Winged Tiger* was named one of the 25 best graphic novels in print and featured drawn introductions by Jean Giraud (Moebius) and Elfquest's Wendi Pini. He has been writing graphic novels without violence and for all ages for nearly four decades.

Will Eisner, the Father of the Graphic Novel and creator of *The Spirit* said of Yeh's book;

"The Winged Tiger is a most imaginative concept and a singular achievement. The employment

of imagery as language is at the very cusp of modern communications. It is the new literacy.”

Scott McCloud, author of *Understanding Comics* said;

“The Winged Tiger is a remarkable feat of human imagination. Phil Yeh’s vision of a universal language is inspired and compelling. Highly recommended to readers of all nations.”

At the 40th annual San Diego Comic-Con International in 2009, Yeh was a special guest of the convention and received the Inkpot Award for his work in the comic book field. Yeh will complete his documentary film about his 25 year road trip in 2012 as well as an epic graphic novel about his travels and his struggles to make graphic novels appeal to a wider audience around the world.

For more information about *Cartoonists Across America & The World's* ongoing campaign to promote literacy please check out our website at: www.wingedtiger.com



Morrie Turner, Sergio Aragonés, Charles Schulz, Phil Yeh