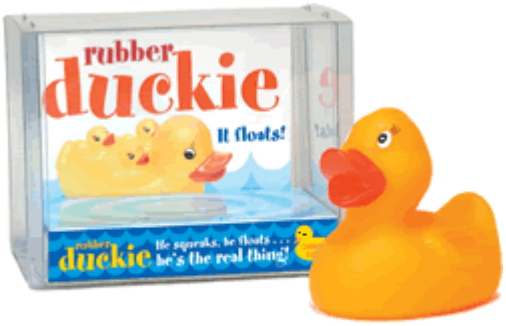


**New Book Spreads Rubber Duckie Sunshine**

*Canton, Georgia, July 16, 2004 –The first ever book celebrating this great American icon,* ***Rubber Duckie,*** *has been released by Running Press with the intent, says 27-time author Jodie Davis, of "Spreading rubber duckie sunshine."*

*Full of fun facts, stories(have you heard about the musician's union preventing the Boston Pops from squeaking ducks during a concert?), a colorful history of duckies and their makers, quotes from collectors, and much, much more quackery,* ***Rubber Duckie*** *is eighty pages of good clean fun for everyone.*

Some of the good clean fun in ***Rubber Duckie*** includes;

- The real life story of a rubber duckie collector's marriage proposal
- A guide to duckie hygiene
- How a rubber duckie proved to be a good luck charm for a famous celebrity Celebriducks "Rub-a-dub with stars in your tub." made *Entertainment Weekly's* list of the top 100 gifts of 2001.

A different tack for quilting author, teacher and award-winning television show host Jodie Davis, the idea for ***Rubber Duckie*** was hatched when Jodie appeared on A&E's *The Incurable Collector*, hosted by John Larouquette. Filming was done in Jodie's Collection showcase, an all rubber duckie bathroom. "The rubber duckie segment turned out to be the executive producer's favorite—a surprise since the production staff was not just a bit leery of committing a day's work and three minutes if the show to a grown woman who collects duckies," Jodie recalls. She adds, "There is, of course, always that inevitable bubble bath shot."

"The response from viewers and the production staff of *The Incurable Collector* proved what I already knew; that rubber duckies enjoy universal appeal sparking a welcome response from both young and old." And besides Jodie continues, "they make people smile from inside." What better reaction to this ready made fan club than to craft a(nother) career of spreading rubber duckie sunshine?"

And so she has, starting with this, the first in a series of rubber duckie books Jodie is working on with Running Press. Don't expect Jodie to stop at books though. Word is she has her hands on clay and, naturally, is working on a rubber duckie quilt.

Available nationally through Barnes and Noble, Borders and many other booksellers and online from Amazon.com as well as internationally, ***Rubber Duckie*** is packaged in a clear box with—you guessed it—a real, full-sized rubber duckie. "A classic duckie to start your collection," Jodie says with a wink.

ISBN: 0762418362/$14.94/Softcover/80 pages

An award-winning television host, Jodie is available for newspaper, radio and television interviews.
For downloadable graphics, articles and interview questions visit the media page on www.rubberduckie.net.

To contact Jodie:
Jodie Davis
Jodie and Company, Inc.
406 Sunflower Ridge
Canton, GA 30115
(678) 570-7232\fax: (770) 205-5285
jodie@rubberduckie.net

For review copies contact:
Melissa Monachello
Running Press
125 South 22nd Street
Philadelphia, PA 19102
(215) 567-5080
Melissa.Monachello@perseusbooks.com