

# AUSTIN BUSINESS JOURNAL

► NEWS, TALK AND SPECULATION

## WILL ALL THE PAGES HAVE A BURNT ORANGE HUE?

After the Longhorns' lackluster football opener with Notre Dame last weekend UT fans may need some inspiration, and a new book set against a backdrop of the school's pigskin glory years may provide the spark. "Freddie Steinmark: Faith, Family, Football" chronicles the story of the legendary safety, who learned he had cancer as the team was climbing to the top of the NCAA rankings in 1969. Authors Bower Yousse and Thomas Cryan are both close friends of the Steinmark family, which hails from Denver. This is the first so-called "authorized" biography of the courageous star, who played a pivotal role as a spokesman for the American Cancer Society. An affiliated story about Steinmark and Coach Darrell Royal's victorious team will be told on the silver screen in "My All American," which will be released in theaters in November. Two Austin book stores are hosting special events to celebrate the book. The University Co-op on the drag near campus is having an author's reception on Sept. 11 from 5-7 p.m. BookPeople will have an author signing event on Sept. 14 at 7 p.m.

"Any book that relates to UT football is going to be a highly anticipated release for us. That this one is about a legendary Longhorn hero makes it stand out all the more. Word seems to be catching on over the last couple of weeks and sales are picking up," said BookPeople Marketing Director Julie Wernersbach.

— Jan Buchholz, @ABJBuchholz

