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**5/20/11 - For Immediate Release -----**

**FOX CHAPEL PUBLISHING ACQUIRES  
BOOK AND DVD BUSINESS FROM THE HELICONIA PRESS**

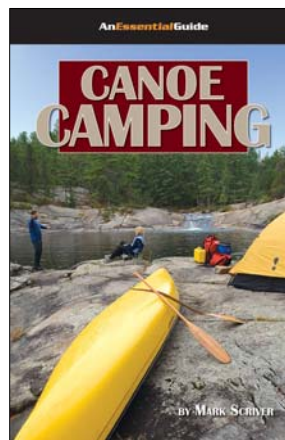
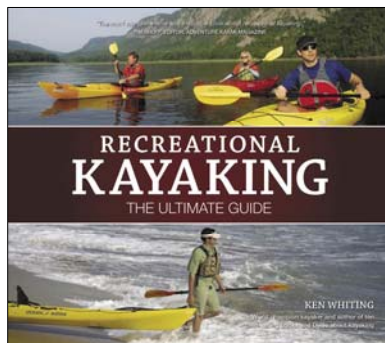
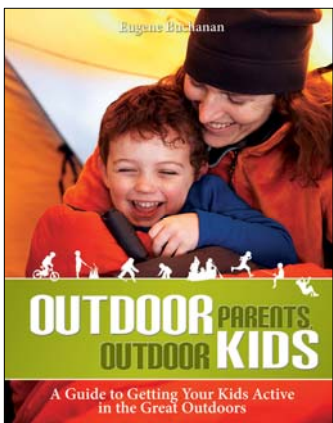
**Purchase readies Fox Chapel to expand into and service the outdoors recreation market**

**LANCASTER, PA** – Fox Chapel Publishing is pleased to announce the acquisition of the book and DVD publishing arm of The Heliconia Press, a leader in outdoors media and publisher of *Outdoor Parents*, *Outdoor Kids*, *Kayaking for Fitness*, *Ice Fishing* and more. Fox Chapel is recognized as one of the world's leading resources for woodworking and crafts media, and this acquisition provides them with a strong and immediate library of recreation titles to service the outdoors market.

“Heliconia’s President, Ken Whiting is an Olympic kayaking champion, and he brought that same excellence to his books. We are thrilled to have such high-quality products under the Fox brand,” said Alan Giagnocavo, Fox Chapel Publishing’s President and Publisher.

"With Heliconia's growing business now being TV production, WebTV production, and social media marketing, selling to Fox Chapel not only provides our products with a great home and better sales opportunities, but it lets us focus on the new direction of our company", explains Heliconia President Ken Whiting.

All books and DVD’s from The Heliconia Press will now be available from Fox Chapel Publishing. For ordering information, please contact Sales & Marketing Vice President, Paul McGahren, 717-560-4703.



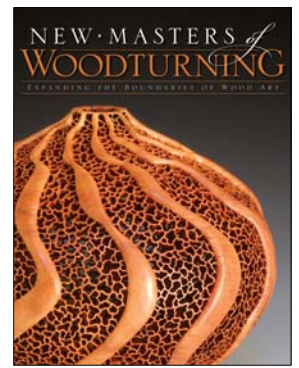
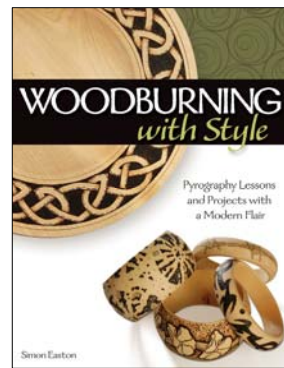
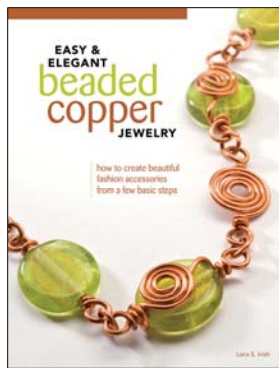
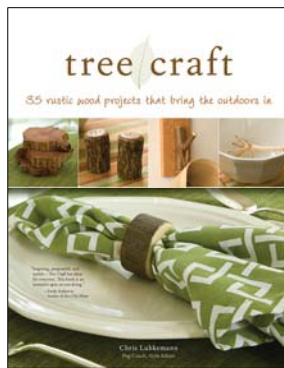
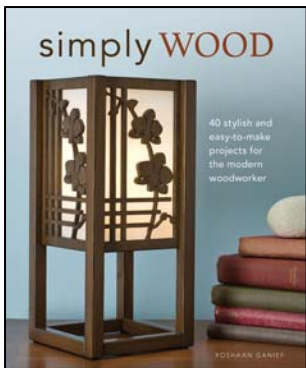
**Best-selling titles published by Heliconia Press (left to right):**

***Outdoor Parents Outdoor Kids***

***Recreational Kayaking***

***Canoe Camping***

(MORE)



**Best-selling titles published by Fox Chapel Publishing (left to right):**

***Simply Wood, Tree Craft, Easy & Elegant Beaded Copper Jewelry, Woodburning with Style, and New Master of Woodturning***

### **About Fox Chapel Publishing**

Fox Chapel Publishing is a leading publisher of DIY and hobbyist books, DVD's and patterns with approximately 350 titles in print. Fox's staff of 30 operates from two 1900's- era brick tobacco warehouses totaling 50,000 square feet, located in Lancaster County, Pennsylvania. Fox Chapel also owns [www.carvingpatterns.com](http://www.carvingpatterns.com) and publishes two quarterly magazines: *Woodcarving Illustrated* and *Scroll Saw Woodworking & Crafts* with subscribers in 37 countries. Fox publishes books on art, craft, woodworking, sewing, jewelry-making, boating, home repair, beveragemaking, and other self-sustainability topics. 2011 marks Fox's 20th Anniversary. Fox Chapel Publishing has earned a Top Ten spot on *Publishers Weekly's* "**Fast Growing Independent Publishers**" list three times since 2006. [www.foxchapelpublishing.com](http://www.foxchapelpublishing.com)  
[Click here to view our catalog](#)

### **About Heliconia Press**

Heliconia was founded in 1995 by Jeff Whiting, who published a series of nature / art books. In 1998, World Champion kayaker Ken Whiting assumed control of the company and Heliconia began publishing paddlesport books and DVDs. Heliconia is now focused on TV production, WebTV production and social media marketing. [www.helipress.com](http://www.helipress.com)

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