**FOR IMMEDIATE RELEASE** CONTACT:

March 24, 2015Shelby Larsson, 617-423-0840

(photos and video available) Shelby@unionparkpress.com

Suzanne Taylor, 617-357-8300 ext. 206

staylor@thefreedomtrail.org

**Freedom Trail® Pop Up Book Author and Illustrator Makes History**

*Denise D. Price Creates Boston’s First Pop Up Book*

This spring, Bostonians and tourists alike will have a new way to explore and appreciate the city’s well-trod red path and historic sites with the *Freedom Trail® Pop Up Book of Boston*. The pop up book features three-dimensional representations of all 16 historic Freedom Trail sites in a fashion as dramatic as the book’s making.

In April, the *Freedom Trail® Pop Up Book of Boston* will be revealed at two celebrations hosted by the Freedom Trail Foundation and Old North Church with support from the Fairmont Copley Plaza Hotel. The official launch event will take place on Thursday, April 16 at 5:30 p.m. at Old North Church (193 Salem Street) – Boston’s oldest church building – and will include refreshments, spirited conversation, and a book signing. An interactive children’s special event will take place during school vacation week on Wednesday, April 22 at 2:00 p.m., which will include a book reading and paper-punch lantern building activity to introduce a new generation to Boston’s rich history and the art of working with paper. Proceeds from event book sales will help to preserve the Old North Church.

Ms. Price’s history in the making began in 2010, when she joined with the over four million visitors who follow Boston’s Freedom Trail each year, winding through the city’s streets to treasures like the Old South Meeting House, Old State House, and Paul Revere House. Inspired by the fascinating history and remarkable colonial-era architecture, Price searched in vain for a pop up book to take home with her.

“I was stunned that Boston didn’t have a pop up book like New York or Washington, D.C.,” said Price. “With this city’s rich history and significant buildings, it seemed like a natural fit.” Price – an entrepreneur who doesn’t shy away from a challenge – decided to fill that void by creating one. This seemingly simple idea turned out to be a complicated, multi-year project involving an advanced self-taught education in design, architecture, paper engineering, crowd-sourced fundraising, manufacturing, international quality control trips, building partnerships, and self-publishing.

The project began with Price dismantling and reassembling pop up books until she understood the process and techniques of paper engineering. Through countless hours of research and a lot of trial and error, she taught herself how to use various design programs and technology to illustrate the pages and ensure accuracy.

“It was extremely important to me that the details were perfect,” said Price. “The stewards of these buildings are so dedicated to preserving Boston’s heritage, I felt that I owed it to them to get it right.” Additionally, Price worked with each site to produce informative profiles, providing readers with engaging histories to deepen their understanding of the Freedom Trail and its landmarks.

When large publishers turned down the project citing costs, Price remained determined. She launched a successful Kickstarter campaign with the goal of manufacturing and distributing the book on her own. This past December, Price traveled to Vietnam to see 5,000 books being assembled. There, she was finally able to hold the finished product in her hands, coming full circle from that spark of an idea she had five years ago. From the mast of the USS *Constitution* to the spire of the Old North Church, *Freedom Trail***®** *Pop Up Book of Boston* brings the city’s beloved icons to life. Depictions of the unique weathervanes, ornate gold domes, elegant brick patterns, and the rare vantage points may surprise even frequent visitors of the Trail.

“*Freedom Trail® Pop Up Book of Boston* is a fresh and innovative way to enjoy Boston’s historic Freedom Trail sites during, before, or in between visits to the Trail,” said Freedom Trail Foundation Executive Director Suzanne Taylor. “It’s fun and exciting to read about and see the historic sites literally pop off the pages. This new book will be a delight to all ages.”

Denise Price was first introduced to paper arts over twenty years ago at Clayton College during an invitational, summer arts intensive institute. Price has an MBA in International Business and trained in paper arts with some of the best pop up book experts in the world at the historic North Bennet Street School and Massachusetts College of Art and Design. She lives and works in Cambridge, Massachusetts.

The *Freedom Trail® Pop Up Book of Boston* will be available for purchase in select Freedom Trail historic sites’ gift shops, hotel gift shops, and bookstores around Greater Boston. The book will also be available online, and via thepopupbook.com and TheFreedomTrail.org. For more information about the *Freedom Trail® Pop Up Book of Boston* by Denise Price, visit thepopupbook.com. To learn more about the Freedom Trail Foundation’s 18th-century costumed-guided tours or about Trail-wide sites and their exhibits and events, please visit call 617-357-8300 or visit TheFreedomTrail.org.

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