



## FOR IMMEDIATE RELEASE

### **Joey Meddock and Josh Letchworth Team Up to Publish Quarterly Wake Book.**

**September 21, 2006, Orlando, Florida** – Acclaimed wakeboard photographers Joey Meddock and Josh Letchworth announce the birth of *The Standard*. It is an oversized, quarterly book designed to inspire, captivate, and record wakeboarding and wakeskating's best images and happenings.

With over 15 years of combined shooting experience, Meddock and Letchworth have been two dominant photographers with roots firmly planted in the mecca of the sport, Orlando, Florida. With the endless surplus of imagery, the two have combined their photographic skills and talents to focus on *The Standard* full time, starting January 1<sup>st</sup> 2007.

“Josh and I feed off each other and really see eye to eye with many ideas. I look forward to working with him, as well as all the other photographers out there who understand our vision,” says Meddock. Letchworth says, “With limited advertising in *The Standard*, it's going to be nice to work on a canvas that has the chance to be visually stimulating in a simplified format. We want these images to really breathe and give the readers and fans of the sport a book full of quality images from cover to cover without any clutter or distractions.”

Because the book corresponds with the calendar year, the first issue, as well as the full website launch, is expected April 1<sup>st</sup> 2007. The content will mostly consist of the images that were created within the previous three months. After one year, a subscriber will have four incredible issues that complete the historic year of wakeboarding imagery.

Focusing on quality—in the paper, printing, photography, writing and design, *The Standard* will be able to highlight the best of the best riders in a truly unique way. “The paper, the size, the people involved, the whole conceptualization, and certainly the images...everything about it screams quality. The sport deserves it. The fans that follow the sport deserve it,” Meddock said.

Letchworth and Meddock are committed to evolving *The Standard* into a prominent and widely distributed piece of wake media. The quarterly books will be available through water sports retailers, bookstores and online at [www.thestandardquarterly.com](http://www.thestandardquarterly.com)

More Information:

[www.thestandardquarterly.com](http://www.thestandardquarterly.com)

[www.myspace.com/thestandard](http://www.myspace.com/thestandard)

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