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Are We Winning?

Fathers and Sons in the New Golden Age of Baseball

by Will Leitch

A laugh-out-loud yet ultimately moving love letter to baseball—and to the fathers and sons who share the game—from one of today's hottest young sports writers

Are We Winning? opens with a letter to Will Leitch's yet-to-be-conceived son, Bryan, in which Will spells out precisely how important baseball will be to their relationship: "When everything is blocked, when you want to punch me in the face, when you are suffering but can't say it, when you're joyous but too embarrassed to show me how much...we're going to be able to talk about baseball." Will knows this, because it describes his relationship with his own father.

Are We Winning? is built around a trip to Wrigley Field to watch the Cubs (poised to clinch the division) take on the Cardinals (the Leitch men's team). Along for the ride are both Will's father, the gregarious, but not-exactly-demonstrative Midwestern titan for whom Will's future son will be named, and Mike, Will's best friend—and a lifelong Cubs fan. As the book progresses in half-inning increments, Will explores various aspects of the beloved game, along with memories of his father, including an unlikely post-game episode involving a biker bar in a trailer park, and Merchant/Ivory's *The Remains of the Day*—all integrated, batter by batter, with the fate of one perfect game.

Marketing Campaign

- National broadcast and print campaign
- Author video
- 3-city author tour-New York, Chicago and St. Louis
- Father's Day promotion
- National sports radio interviews
- Regional advertising
- Outreach to sports- and baseball-interest websites and blogs
- Cross-promotion with *New York* magazine and Deadspin.com

Author Bio

WILL LEITCH is a writer and the founding editor of the Gawker Media sports blog Deadspin. On *Forbes'* recent list of the biggest stars on the Internet, he ranked ahead of the likes of Matt Drudge and Seth Godin. He is now the sports columnist at *New York* magazine, and a contributor to *The New York Times*, *Fast Company*, *GQ*, and *Slate*. The author of three previous books, Leitch lives in Brooklyn, New York.

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