

A fresh take on America's 'manliest' sport for some of its biggest fans - women!

Sports insider VF Castro is bringing women into the locker room and onto the gridiron in this highly entertaining and informative look at football and its culture

What is it?

In recent decades football has surpassed baseball as 'America's Game,' and the 'manliest' sport has become more accessible to people in all walks of life. Now with women representing over 45 percent of the NFL's viewing audience, sports journalist VF Castro has decided that it's time to make it easier for women and girls to understand and relate to the sport they love.

With player contributions and hard-hitting, outside the box, witty, and vivid explanations, *The Modern Girls' Guide to the Gridiron* is a comprehensive guide to all things football for women. Whether you're a novice fan, or a seasoned veteran, this book is sure to amp your arsenal of football knowledge — the best accessory you could wear on Game Day.

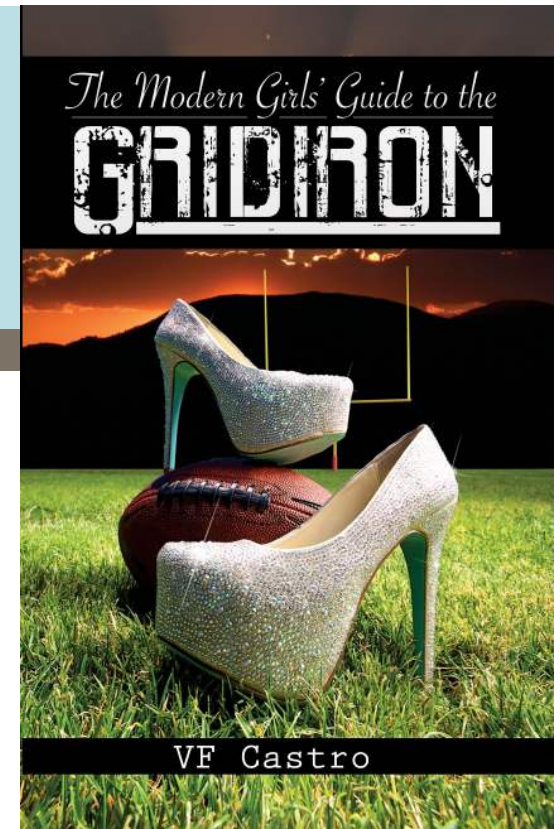
"It's written for women and encompasses everything from finance to fashion," says Castro of the book, which while light on tone is not lax on the research that went into it or the facts presented. "I wanted to deliver the information with intensity, while keeping it as 'to the point' as possible," Castro added, "So the majority of research was dissecting game film, interviews, conversations with athletes and field work."

Topics addressed:

- Terminology for plays and commentary
- Explanation of the history of American football
- Projections on where the sport may be headed
- The politics of the sport
- Equipment advice

How is it different?

Most books about football are written from a man's perspective and can prove academic, dry and unrelatable to women and girls trying to learn the game or even just increase their knowledge base. Castro combines an encyclopedic knowledge of the game, with the unique ability to relate it in terms and prose more accessible to modern women who are liable to root for their favorite fashion designer just as hard as they do for their team.



BOOK DETAILS

By **VF Castro**

Amazon CreateSpace

Paperback, \$19.99

ISBN: 978-14848-7278-9

220 pages

Review copies, excerpts are available.
Contact information on page 2.

PR BY THE BOOK

Who is it for?

- Women looking to increase their football knowledge in an informative and entertaining way
- Women intimidated by the “language barrier” inherent in most football books written from a male point of view for mostly male audiences
- Moms looking to learn more about the sport as their sons embark on their prep, college or even pro careers
- Fathers looking for an easy and relatable way to share their love of football with their daughters
- Anyone who loves the game and wants to read a unique and informative take on it from a woman's perspective

Why she wrote it:

After the death of her father, the man who introduced her to the game and encouraged her to turn her lifetime of notes, observations and interviews on and about football into a book, VF Castro wrote *The Modern Girls' Guide to the Gridiron* to give women like herself and the girls that will become them an easy avenue to learn more about football without dealing with male bias and using language, experiences and anecdotes that translate well to a female audience.

About the author:

A freelance sports journalist and Big 12 writer for CampusSports.net, Vanessa-Franchesca “VF” Castro was born in Los Angeles, where she grew up around the rich heritage of the University of Southern California Trojans Football program. From an early age, she understood athletics, participated in them, and developed a highly analytical perspective in all areas. She attended college at the University of Nevada, Reno, and moved to Austin, Texas in July of 2009. It was in Texas that everything she thought she knew about football changed. Castro credits much of her technical development to the 2009 Texas Tech Red Raiders Offensive Line, which made her see, and appreciate football's intricate details in an entirely different way. After developing a business plan, she moved back to Reno in May 2010 to pursue her dreams and gain exposure in a city she grew to call home, since moving from Palm Desert, CA in 2002. Shortly after returning to Reno she was asked to join a local sports radio show to co-host and produce content. *The Modern Girls' Guide to the Gridiron* is her first book. Castro can be found chatting about the sport of the day on Facebook, Twitter @VFDoesFootball, Instagram and her daily blog: www.vfcastro.com.

For review copies, images, excerpts or interview requests, contact:

Media Contact: Elena Meredith, 512.481.7096, elena@prbythebook.com



Sports journalist VF Castro

www.vfcastro.com

www.prbythebook.com