

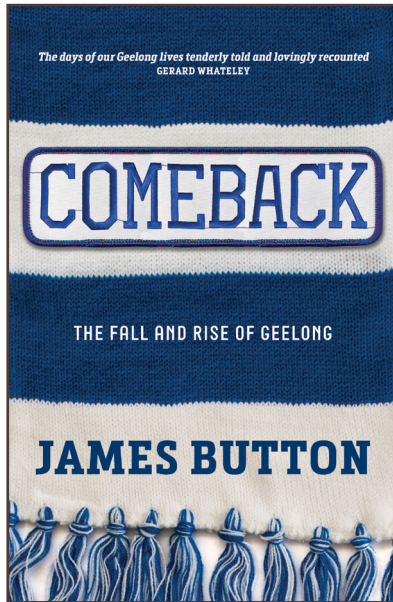
# MEDIA RELEASE

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## COMEBACK The Fall and Rise of Geelong By James Button

*'The days of our Geelong lives tenderly told and lovingly recounted.'*—GERARD WHATELEY

*'Geelong fan, or not, Comeback opens the door on the years of drama and struggle spent searching for that elusive prize every club craves—success. It's a story for all.'*—TRACEY HOLMES

*'At last, a book to explain the stunning success of Australia's second oldest football club.'*—HON. STEVE BRACKS AC

RRP Print \$29.99  
RRP Ebook \$13.99

James Button will be available for interview from late August.

For more information please contact:

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One town. One football club. One struggle for greatness.

James Button fell in love with the Geelong Football Club as a boy. It was a family affair. But as the years wore on and the defeats mounted, one nagging question became louder and louder: would his team ever win a premiership again?

*Comeback* tells the Geelong story—how a town unloved by the big city up the road turned to football to show it was as good as anyone.

It paints the characters—two Gary Abletts, 'Polly' Farmer, Bob Davis, 'Bomber' Thompson, Matthew Scarlett, Joel Selwood and many others—who helped to make Geelong a byword for excitement, and it explains how a bunch of talented but flashy individuals ended years of despair by finding the magic ingredient that makes a great team. More than a book about sport, *Comeback* shows how the history of a town and the spirit of a place can be funnelled through the fortunes of a football club.

**James Button** was a journalist and one-time speechwriter to former prime minister Kevin Rudd. His 2012 book *Speechless: A Year in My Father's Business*, was shortlisted for the National Book Industry Book of the Year, the National Biography Award, the Walkley Award and the Melbourne Prize. James is communications manager at the Grattan Institute and spends his winter weekends following the Geelong Football Club.

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