

# A CELEBRATION OF SALMON RIVERS

Featuring photography by R. Randolph Ashton



**We're  
seeking  
orders  
for the  
book!**

NASF's exciting new photography book, *A Celebration of Salmon Rivers*, will be sent to the printer soon and is expected to be completed by 1 September, 2007. We would like to have some idea of the demand for the book in advance so we can determine the number of copies to print. Obviously the more copies we sell, the more NASF can raise from this project to achieve its goal of restoring the abundance of Atlantic salmon. It will be a beautiful book. Everyone who admires *Salmo salar* and the marvelous rivers it inhabits will enjoy it and want a copy. A detailed description of the book and instructions for ordering it are on the the following page.

The book will sell for £35 in the UK, 4500 ISK in Iceland, €50 in Europe and \$59.95 in the US. We are hopeful corporations and other organizations will purchase multiple copies as gifts for clients and friends. Organization who purchase 50 or more copies can have their name and logo printed on the cover for a slight additional charge (i.e., €2950 for 50 and €5450 for 100 copies). The book will make a splendid gift for the holidays and recipients will know that part of what you paid will go to a very worthwhile cause.

## **Special "Bibliophile" Edition**

Because this will be such a significant book in the world of the Atlantic salmon (covering more Atlantic salmon rivers than any book before and containing a Foreword by HRH the Prince of Wales, wonderful photos of rivers rarely photographed and articles by an elite group of sportsmen), NASF is offering a very special edition of the book with a bonded leather spine, cloth sides to match and cloth slip case. It will include a special edition page in parchment which will be numbered and signed by Orri Vigfusson and the principal photographer, R. Randolph Ashton - a true collector's item. This special edition will be sold for £200, €250, 25,000 ISK and \$350 and all profits from the sale will go to NASF. Purchasing the special edition is a great way to support NASF (and add a beautiful book to your library!)

Thank you!

Orri Vigfusson (Reykjavik), John Ashton (New York) and Adrian Latimer(Paris)

NASF's profits from the sale of this book will be dedicated to its continuing efforts to protect  
*Salmo Salar*.

