



FOR IMMEDIATE RELEASE

World Book, Inc. celebrates the 100<sup>th</sup> anniversary of the first edition of *The World Book Encyclopedia*

CHICAGO, IL, December 6, 2016

Today World Book, Inc. announced the launch of its 2017 edition of *The World Book Encyclopedia*, marking the 100th anniversary of the publication of the first edition: *The World Book--Organized Knowledge in Story and Picture*. Over the century, World Book has leveraged contemporary cutting-edge technology to provide wide access to the authoritative, trustworthy, and understandable content it is known for. The amount of illustration in the earliest editions was innovative at the time. In 1961, World Book published a 145-volume Braille edition of the encyclopedia. The 30-volume large-type edition was published two years later. World Book first became available in online form in 1998.

The flagship World Book Online is a collection of reference and educational websites for pre-kindergarten through adult readers. President Jim O'Rourke says, "Digital publishing permits levels of currency, utility, and accessibility that the founders truly would appreciate. They wanted to draw readers into the set and reward them with both an educational and enjoyable experience. The beauty, flexibility, and accuracy of the digital edition remains true to their goals."

Determined to offer a product distinctive from the competition, the original publishers instituted an annually revised edition because it was easy for customers to know they were buying the most current edition, and it underscored the publishers' commitment to offer the most up-to-date encyclopedia possible. World Book continues to produce a new annual print edition because of its proven value in a world of uneven Internet accessibility. This year's edition highlights many notable developments, including:

- **2016 U.S. Election** – Full coverage of the presidential race.
- **2016 Summer Olympics** – Statistics about every medalist.
- **Brexit** – The United Kingdom's shocking decision to leave the European Union.
- **Zika** – The international public health emergency.
- **Muhammad Ali** – The life and career of the boxing legend and cultural icon.

2017's distinctive Spinescape® (a World Book book-design innovation) is a night-sky photo of Lake Tahoe in the Sierra Nevada mountain range taken by renowned photographer Wally Pacholka. The scene shows dawn overtaking night, and symbolizes the enlightening impact of knowledge on confusion and ignorance. Along with the famed encyclopedia set and striking online publications, World Book publishes exceptional non-fiction books in print and digital form.

With its 2017 edition, World Book celebrates 100 years in service to readers everywhere, in classrooms, libraries, and homes, who strive to learn and to shine the light of knowledge on their world.

#### **About World Book:**

World Book, Inc. is a leading publishing company that applies contemporary innovative technology to providing authoritative, trustworthy, and understandable content to readers of all ages worldwide. World Book produces exemplary reference products and educational nonfiction in print and digital forms. Its sales/distribution network covers the U.S., Canada, and every region of the world, providing the company with a competitive advantage in the markets it serves. World Book, Inc. is a vital company with an aggressive growth strategy founded on its core business in digital and print educational products. To learn more about World Book, Inc., visit us at [www.worldbook.com](http://www.worldbook.com). To get the latest news and promotions, connect with World Book on [facebook.com/worldbook](https://www.facebook.com/worldbook) or [twitter.com/worldbook](https://twitter.com/worldbook). For more information about the 2017 edition of *The World Book Encyclopedia* and a complete press kit, please go to [www.worldbook.com/100](http://www.worldbook.com/100).

Contact:

Erica Bruns

[Erica.bruns@worldbook.com](mailto:Erica.bruns@worldbook.com)

World Book, Inc.

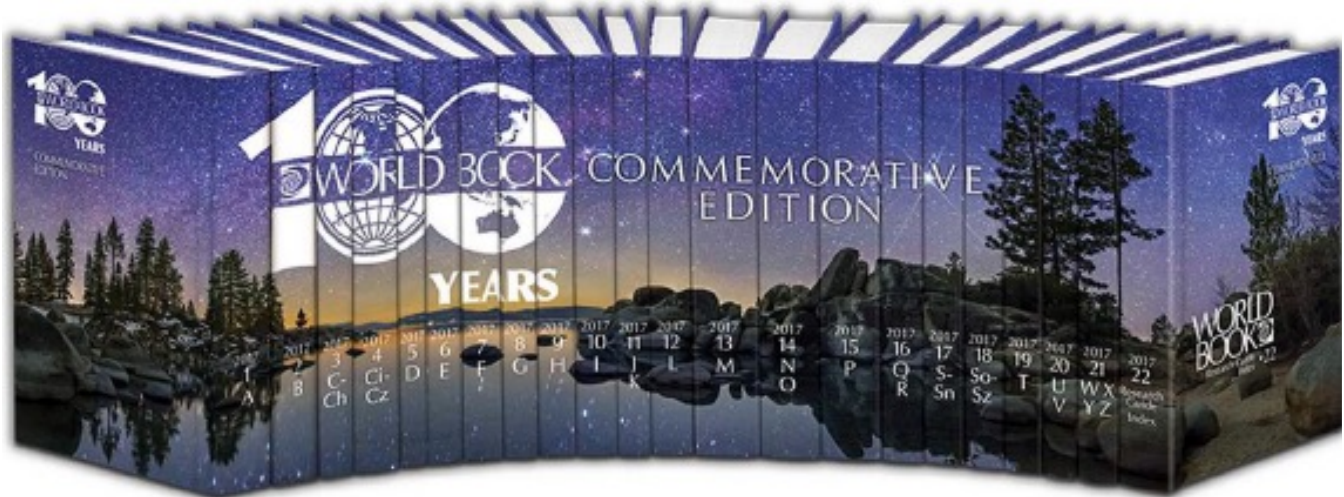
180 North LaSalle Street

Chicago, Illinois 60601 USA

1-800-975-3250 (USA) 1-800-837-5365 (Canada)



A Trusted Source  
for a Century



"World Book continues to be a first choice for libraries, schools, and homes..." – *School Library Journal*

"Renowned for its exhaustive coverage and authoritative but accessible entries, the World Book encyclopedia remains an outstanding resource, so engaging that readers of all levels find it hard to put down." – *Reference & Research Book News*

The 2017 limited edition of ***The World Book Encyclopedia*** commemorates the 100th anniversary of the publication of the first edition. This year's edition highlights many notable developments, among them:

- **2016 U.S. Election** – Full coverage of the presidential race.
- **2016 Summer Olympics** – Statistics about every medalist.
- **Brexit** – The United Kingdom's shocking decision to leave the European Union.
- **Zika** – The international public health emergency.
- **Muhammad Ali** – The life and career of the boxing legend and cultural icon.
- **Pop culture updates** -- Articles about Lady Gaga and hit Broadway play "Hamilton."

Take advantage of this unique opportunity to share in our history!

Commemorative Edition US \$999.00 (SRP US \$1,199.00)  
ISBN 978-0-7166-0117-3  
SKU 10044  
22 volumes; 14,000+ pages  
7 1/4" x 9 3/4"