Nevada mascot Alphie stars in new children’s book

Alphie, the University of Nevada, Reno’s mascot, is the star of a recently published children’s book, *The Wild Wolf Pack Mystery*. Authored by Chris and Jennifer Newbold, *The Wild Wolf Pack Mystery* features Alphie and his search for the lost game-day basketball through notable locations in the community, including Peavine Mountain, Lake Tahoe, the Quad on the University’s campus and the Truckee River.

“The Wild Wolf Pack Mystery represents the admiration we have for Nevada, the uniqueness of Alphie and the spirit of the community in northern Nevada. That is a very important aspect of the book—the sense of place and the pride it instills in the children of the community. It was a ton of fun to produce, and we think the book is one that Wolf Pack fans will enjoy reading time and time again,” said Jennifer Newbold.

The book, which has appeal for children of all ages, targets toddlers through age 8. It features fun Nevada facts (“Alphie Says”) as Alphie tracks down the missing basketball by visiting Northern Nevada and campus landmarks. The book also delivers a message as Alphie learns a lesson about honesty.

The book, which is illustrated by Robert Rath, was unveiled Oct. 29 at a reading by Jennifer Newbold at the Child and Family Research Center’s kindergarten classroom on the Reno campus.

Chris and Jennifer Newbold reside in Missoula, Mont. and have a love of collegiate athletics, having authored similar books for the University of Montana and the University of Wisconsin. They spend most of their time cheering on their children, son, Cameron, 3, and daughter, Mallory, 1.
Robert Rath is an illustrator and designer living in Montana. He illustrated *The Great Monte Mystery*, *The Big Bucky Badger Mystery* and *First Dog: Unleashed in the Montana Capitol*, and has worked for clients such as Farcountry Press, Scholastic Books and Lucasfilm.

The Newbolds approached Nevada Athletics assistant marketing director Darron Pinkney about the prospect of the book more than a year ago. Pinkney worked with the authors to create the storyline and sent the illustrator photos of places on campus and in the community that Wolf Pack fans could identify.

“They thought that the University of Nevada, Reno would be a great place for a book because of our fan base and local landmarks. We have a great athletic tradition and basketball tradition,” Pinkney said.

“We had heard great things about the University and about how passionate the Wolf Pack fan base is,” Chris Newbold said. “We liked that a lot of the storyline led to outdoor activities like skiing and kayaking. It made for a colorful story, and we are thrilled with the way the book turned out.”

*The Wild Wolf Pack Mystery* retails for $21.95 and is available through statewide bookstores, gift shops and grocery stores. It is also available through online retailers such as Amazon.com, the Associated Students of the University of Nevada bookstore (www.asunbookstore.com), Silver and Blue Outfitters (www.silverandblueoutfitters.com) and through the book’s distributor, Farcountry Press, at www.farcountrypress.com.

—Rhonda Lundin, associate athletics director for communications

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Nevada Athletics launches redesigned NevadaWolfPack.com

The University of Nevada, Reno and its website provider JumpTV/Neulion recently unveiled a new, redesigned version of www.NevadaWolfPack.com, the official website of Wolf Pack Athletics.

The new website offers fans a cleaner look, better organized menus, new features and many new upgraded internal pages. The redesign was a four-month process that started with a fan survey and involved a committee of athletics staff from media services, marketing and promotions and Wolf Pack Sports Properties.

In addition to providing all of the sports schedules and rosters, game previews and recaps, statistics, online media guides, player and coach bios and historical information on all Wolf Pack sports, Nevada’s official website has added several new features that will make visiting the site a better experience for Wolf Pack fans, donors, alumni, prospective and current student-athletes and coaches and media.

Some of the highlights on the new NevadaWolfPack.com include:

• An upgraded audio and video player and on-demand audio and video clips, highlights and features on all of Wolf Pack sports to go along with live audio and video streaming of many home football, men’s and women’s basketball, volleyball and baseball games.
• New drop-down menus in the main navigation menu that provide fans one-click access to most pages on the website.
• A revolving “dashboard” in the masthead to provide easy access to features like tickets, live stats, photo store, online store and online auctions.
• More one-stop shopping for Wolf Pack fans, including links to Nevada’s official online store and photo store as well as the new Wolf Pack auctions. Fans are able to bid on Nevada team apparel and game-worn equipment, game experiences and other official Wolf Pack items throughout the year.

—Rhonda Lundin, associate athletics director for communications

Blue Tie Ball to raise scholarship money set for Feb. 12

Scholarships for student-athletes are one of the biggest costs for the University of Nevada Athletics Department, and the latest special event, the Blue Tie Ball, will raise money to fund the scholarships that make the Wolf Pack’s success on and off the playing field possible.

Set for 5:30 p.m. Friday, Feb. 12 in the Tuscany Ballroom at the Peppermill Resort Spa Casino, the Blue Tie Ball promises to be an unforgettable evening of elegance, indulgence and fun to celebrate the success of Nevada’s student-athletes and to support the Wolf Pack program.

The black tie event will feature hosted cocktails, themed vignette dining featuring four of the Peppermill’s restaurants, wine and beer tasting, dancing and a silent auction. Nevada student-athletes and coaches will also be on hand to meet guests.

Tickets for the Blue Tie Ball are $175 each and tables of eight are available for $1400. The Peppermill is also offering room and spa packages for guests. Tickets and more information are available by calling (775) 682-6902 or visiting www.nevadawolfpack.com.
The Western Athletic Conference Men’s and Women’s Basketball Tournament will return to Reno in 2010 as the University of Nevada, Reno and the Reno Sparks Convention and Visitors Authority (RSCVA) will play host to the event March 10-13 at the 11,536-seat Lawlor Events Center.

It marks the last time that the WAC Basketball Tournament will be held at an on-campus site before heading to the Orleans in Las Vegas starting in 2011.

Last season, the Wolf Pack men’s and women’s basketball teams both advanced to the championship game of the WAC Tournament at Lawlor Events Center. That marked the fourth time in Nevada’s nine years in the league that the men played for the WAC tournament title, while it was the first time in school history that the Wolf Pack women advanced to the championship game of the WAC Tournament.

All-session tickets for the 2010 Western Athletic Conference Basketball Tournament are on sale now through the Link Piazzo Ticket Office at Legacy Hall. All-session tickets range in price from $110 to $195, and Wolf Pack fans have until Jan. 29 to be included in the initial allocation process for the best seats. Fans can purchase as many tournament tickets as they have regular-season tickets.

Fans will be able to pick their seats this year based on their priority point ranking and seat availability. Seat selection will begin the week of Feb. 8 for orders that are paid in full.

More information about the 2010 WAC Tournament and an order form are available online at www.nevadawolfpack.com, while tickets are also available by visiting or calling the ticket office at (775) 348-PACK (7225).

—Rhonda Lundin, associate athletics director for communications