



TIGER
The Real Story
Steve Helling

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A revealing, insightful biography based on exclusive material of the much-maligned, 'Athlete of the Decade'—Tiger Woods

Description:

He was born to a father who described him as the 'Chosen One'. His mother called him the 'Universal Child'. Selecting the unlikely avenue of golf, they groomed their son for the fame and influence that they always believed was his destiny. At the age of 20, Tiger Woods made his debut in a Nike commercial. "Hello, World," he said. "Are you ready for me?" The world was ready. For the next 13 years, Tiger nearly lived up to his parents' expectations. He conquered the world of golf with skills the sport had never before seen. He became a global icon, earning more for his squeaky clean persona than he earned for his sport. He settled down with a beautiful Swedish model and started a family. His net worth approached a billion dollars. Everything was going according to plan—until the scandal hit.

As the media breathlessly mixed news with speculation, Tiger became the poster boy for self-destruction. Corporate America exercised its fickle option and Tiger Woods was suddenly transformed from a commercial spokesman into a tabloid king.

Steve Helling, a People magazine staff writer who has long covered Tiger Woods, draws on intimate sources, many speaking out for the first time, to create a never-before-seen portrait of the golfer—not the carefully groomed handlers' image, not the media-maintained façade, but Tiger as he really is. Helling shows how the people closest to Tiger—an ambitious father, a fiercely protective mother and a star-struck wife—have shaped him into a singularly complex and conflicted man.

Where does he go from here?

...see over.....

Selling Points:

- **Based on exclusive material:** Helling has interviewed Woods, his late father, Earl, and numerous people around the superstar golfer and constructs the most detailed and nuanced portrait of the golf icon.
- **Unprecedented access:** Helling is a friend and attended Wood's wedding in Barbados. He has interviewed Tiger several times about marriage, career and family and some of the answers he's given will surprise people.
- **Lead writer on People magazine coverage:** When the Tiger transgressions became public, Steve was the lead writer on all People magazine stories relating to Woods. Besides Tiger Woods, Helling has interviewed multiple celebrities including Serena Williams, Jane Fonda, John Travolta and Jennifer Lopez.
- **Explores the role of the mainstream media in the tempest:** Helling explores how the media was complicit in keeping secret Tiger's dalliances and does not back away from the fact that he was part of this, even though he didn't know of any actual affairs.
- **Helling has interviewed golfers on the tour and the golf media:** Helling's interviews include those with golfers and other well-known golf writers who were excommunicated by Tiger's camp because they were critical of Woods.
- **Air-freighting to ensure release will be almost simultaneous with US**

Publicity:

- **US TV Campaign (most televised in Australia):** National US TV includes NBC's *Today Show*, ABC's *Good Morning America*, CBS's *The Early Show*, CNN's *American Morning*, CBS Evening News, ABC *World News Tonight* and *Nightline*.
- **Social Network Campaign** including Facebook and Twitter
- **Online Media Campaign**

About the Author:

Steve Helling has written over a thousand articles for People magazine, including 55 cover stories.