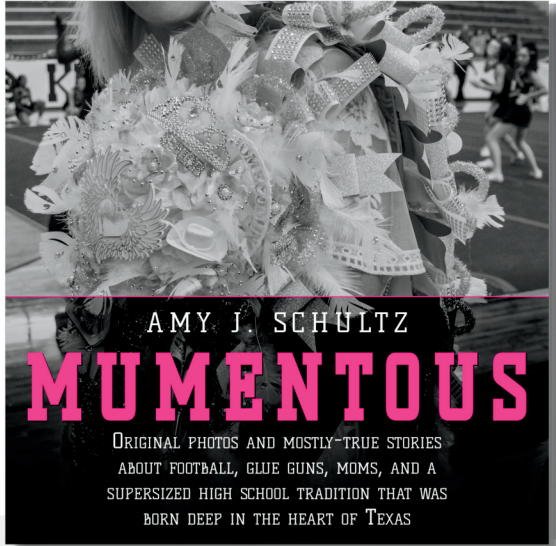


INTRODUCING



The closest you'll ever get to seeing someone actually wear their hearts on their sleeves is in Texas, every fall, at the local high school homecoming game.

They're called homecoming mums. They are as bodacious as football, as irresistible as a juicy rumor, and as deep as a mama's love. When the tradition began 100 years ago, a mum was a chrysanthemum corsage that boys gave to girls before the big football game. Today, "mum" has transformed from an abbreviation to a complicated shorthand for an eye-popping tradition that's as ingrained in the culture as it is confounding to outsiders.

Through her original photography and collection of stories from across and beyond the Lone Star State, Amy J. Schultz and MUMENTOUS take us deep in the heart of mum country. You'll meet kids who wear them, parents who buy them, and critics who decry them as just another example of consumerism gone wild. But mostly, you'll discover that just like every ritual which stands the test of time, someone is keeping the tradition alive. Someone like Mom.

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ABOUT THE AUTHOR

Amy J. Schultz is an author and award-winning photographer who explores unique aspects of modern culture that hide in plain sight.

MUMENTOUS is Amy's first book, which was nurtured during her tenure as Artist-in-Residence at the Arlington Museum of Art in Arlington, Texas. When she isn't talking about homecoming mums, Amy is writing, taking photos, working with clients on creative projects, traveling, snort-laughing, or vacuuming up dog fur.



MEDIA INQUIRIES

contact The Reo Agency
autumn@thereoagency.com
940-367-0295

atmosphere
PRESS atmospherepress.com