



Hieronimus & Co.

Post Office Box 648
Owings Mills, Maryland 21117
USA

“An amazing essay on the development of a cultural icon and makes a fascinating story.”

—Sir George Martin (who wrote the Introduction to Volume One)

“Perfect. Anything you ever wondered about how it was done is answered in this superb book. It’s no wonder George Martin wrote the Introduction for it. Unbelievable! Buy it, it belongs in your collection.”

—The Netherlands
Beatles Unlimited Magazine

“It captures the essence of The Beatles, who engaged with the noblest part of the human spirit, that part that yearns to make itself and the world a better place.”

—Martin Lewis, Beatles Scholar

“An indispensable companion to the movie.”

—*Animation World Magazine*

NEWS RELEASE

For immediate release
February 6, 2021

Contact: Laura E. Cortner
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www.YellowSubmarineBook.com

Beatles Fans and Collectors Celebrate Release of New Beatles’ *Yellow Submarine Book*

Authors Available for Interviews, Appearances

Owings Mills, Maryland (February 2021) – Dr. Robert R. Hieronimus and Laura E. Cortner are now available for media interviews for radio, television, press and online media to discuss their just-released book, **It’s All in the Mind: Inside The Beatles’ *Yellow Submarine*, Vol. 2.**



Picking up where their earlier volume, **Inside the Yellow Submarine: The Making of the Beatles’ Animated Classic**, left off, *Volume Two* will delight Beatles fans and collectors with 356 pages packed with new color images, stories and memories from the wildly creative collection of young artists and techies who brought the iconic film to life in the heart of London’s Swinging Sixties.

Along with the stories of many of the film’s previously unheralded contributors, Hieronimus and Cortner examine the creative use of symbolism, archetypes and subconscious communication that so effectively delivered a message of peace and love straight into the hearts of audiences around the world.

From the perspective of 2020-2021, we might do well to remember a time when music and peace and love seemed like all we’d need.

About the Film

The Beatles’ *Yellow Submarine*, first released in 1968, was a groundbreaking explosion of brilliant fantasy animation, art and – of course – The Beatles’ music that inspired a cultural phenomenon across the world. Critic Roger Ebert described *Yellow Submarine* as, “... beautifully simple and childlike on one level, and erudite and deep on another.”

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About the Authors

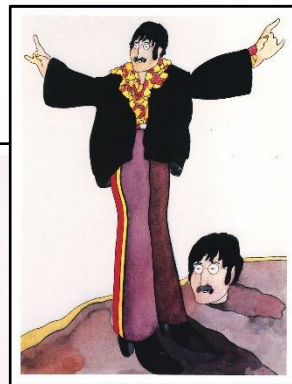
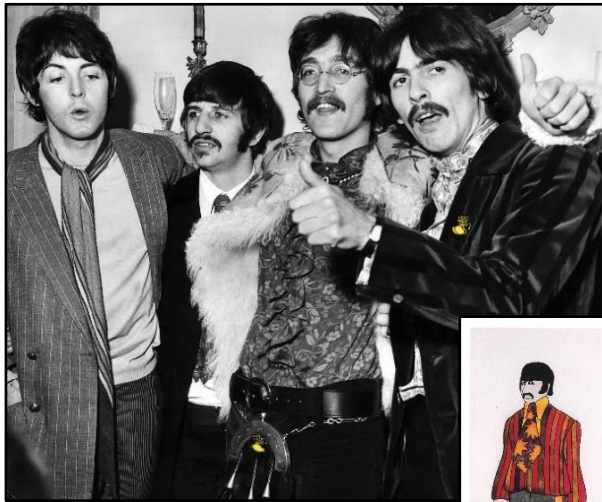
Robert R. Hieronimus, Ph.D., is a visionary art muralist and painter, writer and radio host whose lifelong study of symbolism and archetypes informs much of his work. He has been a frequent guest on documentaries for National Geographic, Discovery and the History Channels. In 1988, he and his wife, Dr. Zohara Meyerhoff Hieronimus, launched 21st Century Radio[®]. In 2002 he published *Inside the Yellow Submarine: The Making of The Beatles' Animated Classic*.

Laura E. Cortner has co-authored several books with Dr. Robert Hieronimus, including *Inside the Yellow Submarine: The Making of The Beatles' Animated Classic* and *It's All In The Mind: Inside The Beatles' Yellow Submarine, Vol. 2*. Her work has appeared in numerous magazines. She is the Director of the Ruscombe Mansion Community Health Center in Baltimore and Executive Producer at 21st Century Radio[®].

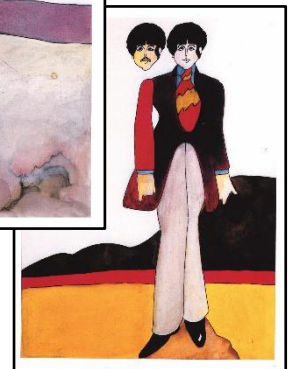
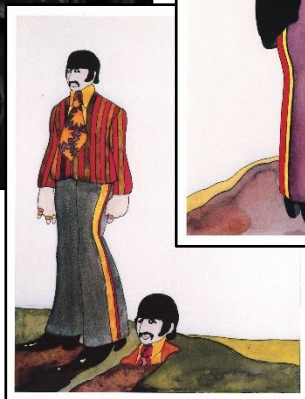
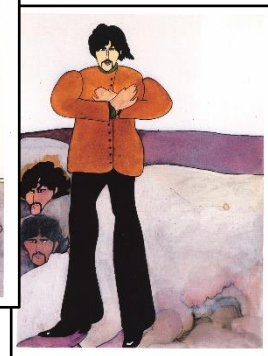
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Audition paintings by Heinz Edelmann,
Art Director, *Yellow Submarine*



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