

Press Release

(Crystal, Minn.) - Once a teacher always a teacher. Even though they have retired from a profession they spent a combined 64 years working in, twin brothers Joe and John Gindele are still sharing their wealth of knowledge with others, though not in the physical classroom much anymore.

They are teaching at libraries, senior centers and social gatherings, at book shows and festivals where they are exhibiting, pretty much any place they can find an audience. The information they are sharing, what it was like to grow up the sons of immigrants who came to this country in search of the American dream. The lessons come straight from the pages of their memoir, ***Yorkville Twins: Hilarious Adventures Growing Up in New York City, 1944 -1962*** (Golden Valley Publishing LLC, 2012, \$19.95).

“One of the reasons we wrote this memoir is to preserve our heritage and culture,” said John Gindele. “And to honor our parents,” added Joe Gindele. “We wrote it to also teach our nieces and nephews what life was like for us and their parents and their great grandparents.”

What started as a family memoir, however, has evolved into so much more. ***Yorkville Twins: Hilarious Adventures Growing Up in New York City, 1944 -1962*** is currently required reading for several classes at Mercy College in New York. Freshman and Junior-level students in “Critical Inquiry” seminar courses called “The Immigration Experience in New York City” and “History of the Hudson,” respectively, are reading it.

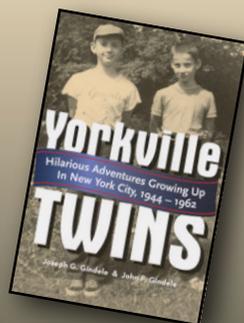
The memoir/history book is divided into three sections. Part one focuses on the Gindeles’ childhood memories and the story of how their parents made it to America. The twins’ father was from Germany. Their mother was from Czechoslovakia. Part Two focuses on the twins’ memories of their school years. Among the adventures recalled, how the kids on their block would open the fire hydrants on a hot summer day so they could cool off, then everyone would scatter and run when the police would show up; how they would have to run from bar to bar to locate their uncle anytime their parents wanted to talk to him; how they accidentally sucked up the ashes of someone into their Hoover vacuum cleaner; and how they would spend summers on a relative’s farm. In Part Three, the authors focus on their college years and experiences as twins.

Since its release the book has received numerous positive reviews. Yorkville author Kevin N. Boland said, “A wonderful book that I’ve found hard to put down.” Andrew M. Miller, executive director of the Twins Days Festival said, “The true essence of life in an immigrant family.” Teacher Loretta Rohwer said, “A treasure—history would be lost without works like this.”

For more information about the book, log on to www.YorkvilleTwinsBook.com. To request a review copy or arrange an interview with Joe and John Gindele, contact Rachel M. Anderson, Publicist, RMA Publicity at 952-240-2513 or rachel@rmapublicity.com.

Yorkville Twins

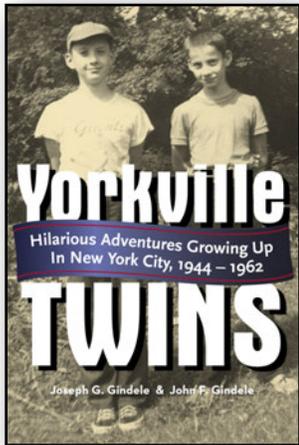
Joseph G. Gindele & John F. Gindele



Press Kit

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Testimonials



“Joe and John Gindele make vivid the characters, personalities and ordinary pursuits of the common people of Yorkville...They have preserved their particular recollections of that wonderful time and place in their book. Its value for those of us who shared that time, and also for those of us who would like to know what it was like, is all there in their wonderful and special story.”

Anthony C. Lofaso, Yorkville author and former resident

“A wonderful book that I’ve found hard to put down.”

Kevin N. Boland, Yorkville author and former resident

“Joe and John have captured the true essence of life of an immigrant family, and it’s such an enduring collection of experiences of what this country was built on. Their humorous recollections were refreshing and sparked so many memories of the stories my grandparents used to share.”

Andrew M. Miller, executive director of the Twins Days Festival

“A treasure—history would be lost without works like this.”

Loretta Rohwer, teacher

“I loved your book. It is heart-warming and inspiring—a tribute to your dedication and commitment. The twins have had an interesting life growing up with good family, good values, and hard work.”

Raymond W. Scallen, M.D. (twin, married to a twin)

“Everyone comes from a different background and has events that shape their character. To be able to share that background with a sibling—no, even better, a twin—is something only a few have. Joe and John bring you into their world in a way that mixes New York moxie with Midwest enthusiasm.”

Samuel H. Leon, M.D. (twin)

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Yorkville
Twins



Joseph G. Gindele & John F. Gindele

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About the Authors



Joe and John Gindele were educated in the New York City public schools. After finishing high school they moved to Minnesota where they both completed bachelor's degrees in industrial arts education, and Joe in math. John decided to become a teacher before Joe did. "I was planning to go into engineering, but once I saw how much fun John was having with industrial arts, I changed my mind," said Joe.

The brothers spent the majority of their working careers teaching in the same Minneapolis suburban school district (Robbinsdale). John also taught in New York (Long Island) and they both

taught at the University of Northern Iowa in Cedar Falls, where they completed doctorate degrees.

Their 64 years of combined teaching from kindergarten through university levels included industrial education, industrial technology and mathematics. They have served as Work Experience Coordinators (WECEP), audiovisual coordinators, school librarians and media specialists.

In addition to teaching they also have extensive experience in the publishing industry. The twins founded the Edu-Pac Publishing Company in 1971 and Computer Poster Company in 1973. With a printing press in their apartment at the foot of one of their twin beds, they authored, printed and published dozens of educational materials used in secondary schools and colleges in 23 countries. They consider the world to be their classroom. They have also had numerous articles published in scholarly journals.

In their spare time they enjoy doing research, writing, making soup, working together and volunteering on food lines and at church and traveling. Except for one year in college, the brothers have always lived together. Joe and John took early retirement from teaching in 1999 and 2000 respectively. They live in Crystal, a suburb of Minneapolis.

To arrange an interview with Joe and John Gindele, contact Rachel M. Anderson, RMA Publicity, at 952-240-2513 or rachel@rmapublicity.com. For more information about the book, log on to www.YorkvilleTwinsBook.com.

Suggested Questions



Ask John and Joe Gindele, authors
Yorkville Twins: Hilarious Adventures Growing Up in New York City, 1944 -1962

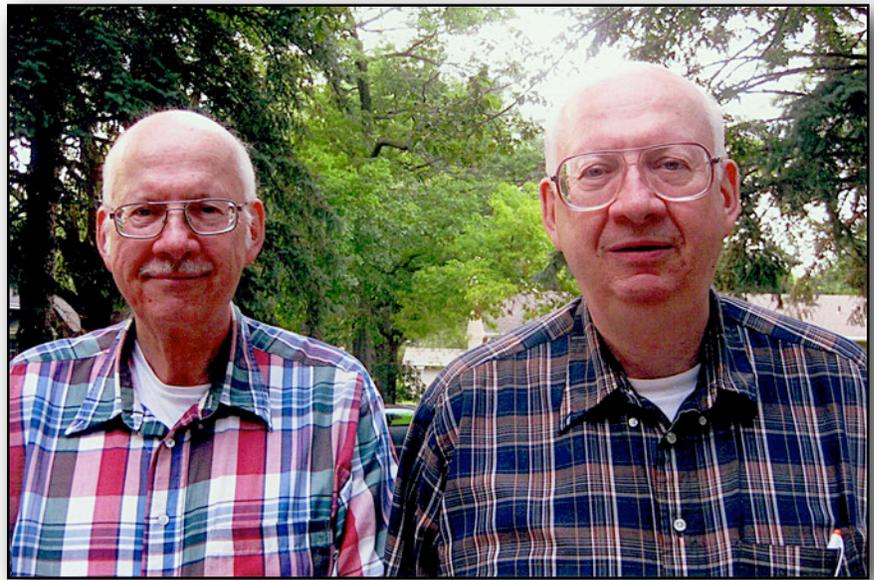
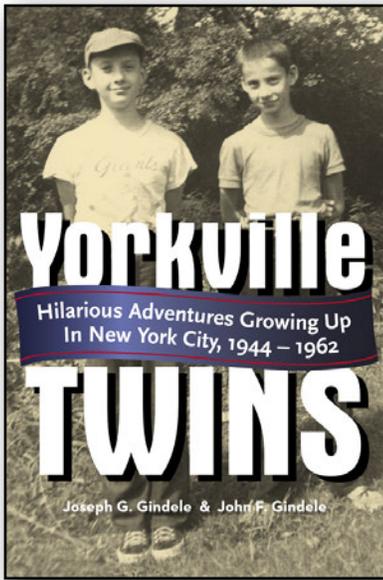
- 1) Your story is about the American Dream. What is the American Dream?
- 2) Who is this book intended for?
- 3) Why do you think it's so important for people in New York and beyond to know about the history of Yorkville?
- 4) Now that the book is out what are you doing with it?
- 5) We understand your book is required reading for a number of college courses in New York. How did that happen?
- 6) What is it like to be a twin?

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Feature Article

Yorkville Twins Delighting Crowds with their Stories of Growing Up in the 40s, 50s and 60s



(Crystal, Minn.) – They are a long way from Yorkville, but as twin brothers Joe and John Gindele share their memories growing up with immigrant parents in New York City with their present-day neighbors in Minnesota, it doesn't take much to get the crowd laughing.

“Our German father was a baker and he knew how to make his dough,” said John Gindele.

“Our Czech mother was gregarious. She loved and trusted everyone; everyone loved her,” said Joe. “She even trusted the newspapers. She would say to us, ‘Newspapers don't print lies.’”

It has been more than 50 years since Joe and John left Yorkville, but their memories of growing up in a railroad flat on New York's Upper East Side are as fresh today as they were when they were kids.

“I remember watching the Three Stooges, Hopalong Cassidy and The Roy Rogers Show on TV,” said John.

“I remember how on real hot days the kids on the block would open up the fire hydrant in front of Frank's Bar using a stick of wood and a wire as a makeshift wrench, while a sentry was perched on the fire escape watching for cops,” said Joe.

Of course John and Joe were together whenever anything interesting happened. The brothers, who are now in their late 60s, have always lived together with the exception of a year spent apart during college. They are so close, in fact, they can finish each other's sentences.

After both making the decision to take early retirement from the Robbinsdale, Minn., school district in 1999 and 2000 respectively, the brothers did some traveling then started work on a project they had always wanted to do.

“For decades when something unique would happen to me or Joe we would write it down on a scrap of paper, a napkin, whatever was handy and we'd throw it into a box,” said John.

“Over the years that box got pretty full,” said Joe. One day John said, “You know, let’s write an autobiography because we have so many interesting experiences to talk about.”

Six years later the autobiography is finished but still needs to be edited. The twins decided to get their second book published first. *Yorkville Twins: Hilarious Adventures Growing Up in New York City, 1944-1962* (Golden Valley Publishing LLC, 2012, \$19.95) is a memoir of their early years growing up during the 1940s, 50s and 60s. It reflects on the historical, social and cultural conditions of the time.

Though most of the content comes from memory, the Gindele twins spent a lot of time at the library doing research to make sure their memories of music, television shows and world events were accurate. From beginning to end the book is very detail oriented.

“We are especially proud of the 200 interactive Internet search terms and websites in Appendix C that complement each chapter,” said Joe. “We are teachers. I figure one day we’re going to be gone. As long as our book is out there we’re still going to be teaching. The world is our classroom.”

“Our memories are history being preserved,” added John. “We did this out of a burning desire to tell our story and to honor our parents and the immigrants who were searching for a better life.”

Authors Joe and John Gindele are available for presentations and signings, and can be contacted through their website, www.YorkvilleTwinsBook.com. Autographed books can be purchased directly from the publisher at Golden Valley Publishing LLC, 8014 Olson Memorial Highway #243, Golden Valley, MN 55427, or through the website. Unsigned books can be purchased on www.Amazon.com or www.BarnesandNoble.com. Readers’ comments can be viewed on all three websites.

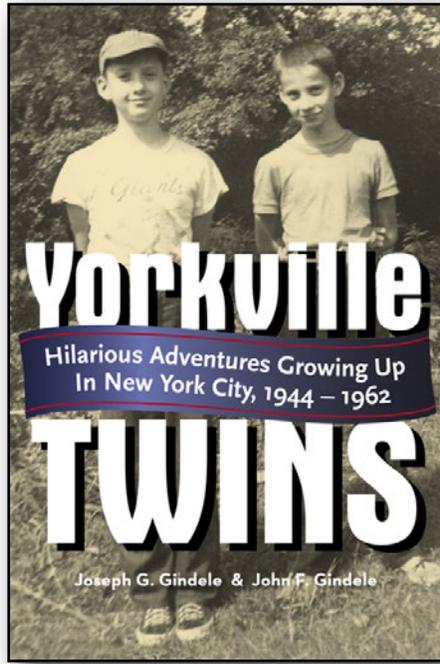
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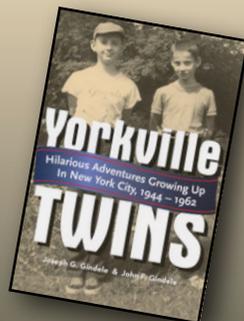
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