



36 BROMFIELD ST.  
SUITE 400  
BOSTON, MA 02108  
TEL. 888.957.ODDS (6337)

[www.bookofodds.com](http://www.bookofodds.com)

Below you will find comprehensive descriptions of select weeks, providing a more detailed look at what Book of Odds thematic weeks can offer. Please keep in mind that the following descriptions are for illustrative purposes and that we work closely with sponsors to create a content strategy that is aligned with your specific goals and objectives.

### **College Week**

It's College Week, and at Book of Odds it's all academic. What's up with that boy shortage on campus? What are the odds you'll major in business, and is English more popular than philosophy? How likely are you to receive financial aid? What about the odds of getting into an Ivy League school—or of making a six-figure income if you don't go to college at all? Most oddly of all—does cloud cover affect admissions decisions? In all these essential matters, Book of Odds has the scoop on school.

### **Crime Week**

Crime Week at Book of Odds: What crimes are really worth worrying about? Are you more likely to be a victim of a street robbery—or a 21st-century high-tech identity theft? Who's more likely to shoplift, the poor or the well-off? What are the odds a murder will result in an arrest? The answers might not be what you think, and only Book of Odds has them.

### **Tax Week**

It's Death and Taxes Week, and Book of Odds has your odds of getting audited—plus all the dirt on how many people cheat on their taxes and how they do it. If you get caught, what are your odds of going to prison? With the estate tax in limbo, are people literally dying to avoid it? Book of Odds knows death and taxes aren't the only sure things in life, so we report on other things that approach 1 in 1 odds. And with all the money we send to the government, where do all those hundred dollar bills physically end up? Hint: not necessarily in the good old U.S. of A.

### **Titanic Week**

With Titanic Week, the H.M.S. Book of Odds marks the anniversary of the great ship's fateful voyage. Women and children first...but what are the odds a woman actually made it onto a lifeboat, vs. a man's odds? Did first-class passengers make out the best, and did politeness doom more British than Americans? The survivors faced odds of their own; as for the hundreds who didn't make it—who picked up the bodies? It's a grisly job, but somebody had to do it, and somebody (Book of Odds, of course) is here to break it down.

The odds of everyday life.

### **Pet Week**

During Pet Week, Book of Odds explores urgent questions, from the homespun (are you a dog person or a cat person?) to the extreme (would you risk your life for your pet?), and from the sad (homeless pets) to the surprising (the most unusual pets around). Hero cats, outlaw dogs—the animals we love face odds of their own, and while curiosity may have killed the cat, Book of Odds is just getting started.

### **Back to Nature Week**

For Back to Nature Week, Book of Odds takes to the great outdoors to discover the odds of everyday life in the world outside our walls. Stings? Accidents? Sending the kids to summer camp? Whether your pleasure (or nightmare) is sitting stock-still in a fishing boat or hiking the Appalachian Trail...honing your survival skills, bird watching, camping, or just flying a kite...Book of Odds has the back-to-nature numbers you just might need.

### **Sex and the City Week**

With Sex and the City Week, Book of Odds marks the release of the latest blockbuster sequel with the odds on sex and satisfaction. How happy are women with their breast size? How big is Mr. Big, and what pet names are people using for their privates? Are people getting tested for STD's when they should? And what about when the object of desire is actually...an object? We've got the odds on the oddities, and the ever-fascinating commonplaces, of love and sex.

### **War Memorial Week**

For War Memorial Week, Book of Odds commemorates the anniversary of the D-Day landings with a look back at veterans in general and the Greatest Generation in particular—what were the odds of actually being there at Normandy? And we trace the evolution of warfare into the present day, including the history of women in the Armed Forces. How prevalent is post-traumatic stress disorder among returning servicemen and women? What kinds of odds do female veterans face?

### **Prom Week**

It's Prom Week, and Book of Odds piles into the limo for a look at the costs and consequences of the Big Night. We'll explore the doings of prom-time teens and the dangers they face—the odds of drunk driving, of condom use, even of buying a new or used prom dress for the big dance. And we'll look at the prom as a cultural touchstone, from its customs and myths to its appearance in horror films and fantasy flicks.

### **World Cup Week**

Book of Odds goes international for World Cup Week, investigating the odds and oddities of the world's most popular sport. Why do taller players get called for more penalties? How important is the home field advantage, and how does hooliganism impact the game? What are the injury odds? And the eternal question: why is soccer so popular in American schools, yet when it comes to pro game attendance, not so much? It's all here during World Cup Week at Book of Odds.

### **Home Safety Week**

For Home Safety Week Book of Odds examines the hazards close to home. Is the bathroom really the most dangerous room in the house? What are the odds of injuring yourself in the tub—or with a toothbrush? Or, if you're a child, with a toy? What causes fires in the home? What are the odds yours is prepared for conflagrations and leaks, and free of silent hazards like mold, asbestos, and lead? From building codes in earthquake zones, to slips and falls and faulty wiring, Book of Odds has your home safety odds covered.

### **Love and Marriage Week**

It's Love and Marriage Week at Book of Odds, and we've got all the numbers (and the dirt) on weddings and romance. Where do people go on their honeymoon? What are the odds a husband will wear his wedding ring? And what are all those anniversary customs about? How do people handle long-distance relationships, and how do Americans really feel about same-sex marriage? Then there are the biggest numbers of all: wedding costs. Tune in for all the odds on the Big Day—and life afterwards.

### **Around the World Week**

For Around the World Week, Book of Odds takes you on an international tour, starting with a look at those delightful dream destinations. We'll examine the flip side: how people in distant lands actually view Americans. And we explore the odds on cultural indicators—the likelihood of owning a passport, the places American travelers are most likely to hail from. What are the odds on travelers' health hazards, like malaria and "Delhi Belly?" What about those who are afraid to fly in the first place? Book of Odds buckles up and delivers the facts on travel, from takeoff to landing and everything in between.

### **Pest Week**

Pest Week opens a whole new can of worms, but at Book of Odds we're not too squeamish to take a close look at this icky but ubiquitous part of life. Bedbug infestations are on the rise—what are your odds? What cities have the most rats and roaches? From deadly pest-borne diseases (plague, malaria) to the nuisance factor (pigeons in the grass, alas!) Book of Odds has the facts, and the odds, on the critters we love to hate.