**FOR IMMEDIATE RELEASE** **CONTACT: DONNA RUBIN**

 **914-725-2225**

**SCARSDALE’S AMERICAN LEGENDS CELEBRATES 30 YEARS IN BUSINESS**

**Three-Day Weekend-Long Event Planned November 11-13**

**Scarsdale, N.Y**. – 1992. 30 years. Three decades. Nostalgia buffs might remember movies such as “A League of Their Own” and “A Few Good Men” lit up the screens. Sports fans will recall the championships of Michael Jordan’s Chicago Bulls, Mario Lemieux’s Pittsburgh Penguins and Joe Carter’s Toronto Blue Jays. However, clearly the most noteworthy event that happened in 1992 was Scarsdale’s American Legends opening its doors!

 “When we set out to open our store in 1992 (**November 11 is the official store opening**), we knew we were in it for the long haul,” said co-owner Donna Rubin. “We knew we wanted this venture to be our life’s work and we poured our hearts into the store every day.”

 It’s certainly paid off for Rubin and her husband, Mark, as they’ve provided a fun environment for sports card collectors to spend their time over the years. “Who doesn’t love to talk about their favorite team or favorite card? said Mark Rubin, who’s been in the card collecting business for more than 40 years. “Sports fans are passionate and that translates into collecting cards as well. People remember their first pack of cards, the gum, the smell and those first players they got out of the pack. It’s a very powerful feeling.”

 So is seeing a great customer pull a monster card. In early 2021, a 1/1 Babe Ruth signed card with two bat pieces from Topps Dynasty Baseball came out of a one-pack box. This rare card is worth upwards of **$60,000**. The lucky collector was VERY excited and happy!!

 Surviving and thriving in business for 30 years is not without its challenges and American Legends has seen a few curveballs since 1992: the Major League Baseball strike in 1994-95; the terrorist attacks on 9/11; the stock market crash of 2008; and the 2020 Covid-19 pandemic. Any of these events could have forced a business to close but the Rubins adapted their business to change with the times.

 “In business, you must be amenable to change to keep your company growing and thriving,” Donna said. “We’re fortunate that we had the foresight to roll with the punches and make the important adjustments when things didn’t go as planned.”

 The Covid-19 pandemic saw a huge boom in the trading card market and the Rubins are very grateful for their good fortune especially seeing the troubles of so many small businesses. “Every time we learned a small business was closing, we felt terrible,” Mark said. “At the same time, we counted our blessings that our industry was exploding. We don’t take this success this for granted.”

American Legends, located at 1107 Central Park Avenue in Scarsdale, is planning a three-day celebration beginning on Friday, November 11th and continuing all weekend with prizes, giveaways, special discounts and more! Follow the store’s social media accounts on Facebook (<https://bit.ly/AmerLegendsFB>) & Instagram (@amerlegendsny) for details.

Offering single cards from the 1880s to the present as well as sealed card packs; boxes and sets; and collecting supplies, the store is actively purchasing pre-1975 sports cards. For more information on the celebration or the store, visit the store’s website at [AmerLegends.com](http://www.amerlegends.com) or call 914-725-2225.

###