



**FOR IMMEDIATE RELEASE – 02.04.14**

**The Alliance of Independent Authors (ALLi) announces the global launch of the *Opening Up to Indie Authors Guidebook & Campaign with Kobo Writing Life (KWL)*. With sponsorship from Kobo Writing Life and featuring author publishers across the world, the launch of *Opening Up to Indie Authors* promises a publishing first.**

(LONDON, Apr 2014)\_ The Alliance of Independent Authors (ALLi) announces an unprecedented global launch for their forthcoming publication, *Opening Up to Indie Authors*, a guide for authors and publishing industry players as part of their ongoing campaign of the same name.

The launch of the book, campaign and petition, with sponsorship and coordination by Kobo Writing Life, will take place at The London Book Fair, (LBF, Tues 8th April, 2pm), and will be followed by multiple satellite author events worldwide.

The LBF launch will see readings from authors Debbie Young and Dan Holloway, and 50% promotional copies of the book being made available through the Kobo platform for the duration of the fair.

Commissioned by ALLi, the guidebook enables all players, including author-publishers, to meet the challenges of absorbing self-publishing into the wider publishing and literary ecosystem.

*Opening Up to Indie Authors* has two intended readerships, says ALLi Director, Orna Ross. "On the one hand, it encourages industry players, including bookstores and libraries, reviewers and prizes, festivals and associations to open up to self-publishing authors, and shows them how. On the other, it explains to authors the constraints that the industry must operate within and how they can give themselves the best chance of inclusion. Everyone benefits when author-published work is included."

In addition to The LBF launch, Kobo is co-ordinating a global launch, whereby ALLi member authors can utilise their extensive retail-partner network, a potential 17,600 locations, to organise e-launches in bookstores across the globe.

These satellite readings will showcase the OUTIA Guide alongside one of the author's own books, creating events that champion the individual self-publisher and the wider community of self-publishing. And allowing ALLi members to connect with an unprecedented number of retailers and readers.

“The *Open Up To Indie Authors* program is an important one,” said Director of Self-Publishing & Author Relations at Kobo Books, Mark Lefebvre, an author himself and former bookseller. “What booksellers take great pleasure in is when they are able to put the right books into the right customer’s hands at the right time. When that happens, magic happens. Kobo is eager to work with ALLi on the *Open Up to Indie Authors* program and publication, thereby continuing to assist authors with navigating the critical yet often complex layers, relationships and processes surrounding the book industry.”

If you believe self-publishing authors should have equal opportunities, please take a moment to sign ALLi’s Open Up To Indie Authors Petition. (LINK TO: <http://selfpublishingadvice.org/open-up-to-indie-authors/open-up-to-indie-authors-petition/>)

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ABOUT ALLi –

The Alliance of Independent Authors (ALLi) (<http://allianceindependentauthors.org>) is the professional association for self-publishing writers. Rapidly growing, with members all over the world, this nonprofit association offers contacts, connection & collaboration plus expert guidance & advice -- and widely champions the interests of author-publishers.

ABOUT KOBO WRITING LIFE –

Kobo Writing Life ( <http://www.kobo.com/writinglife>) is Kobo’s self-publishing platform launched in the summer of 2012. Kobo Writing Life allows authors to publish in over 60 languages across more than 190 countries.

KWL users are allowed to directly upload their e-books to the Kobo global platform. This way they can enter multiple markets, significantly increasing the visibility of their works and the odds of gaining new readers. The KWL platform has been localized to the following languages: English, French, Italian, German, Spanish and Dutch.

Kobo Writing Life distinguishes itself by being free, open and collaborative. Offering an extremely user friendly experience and free file conversion to EPUB, Kobo Writing Life aims to help independent authors to engage with fans on a global scale through a top class e-reading service, and puts all aspects of publishing (editing, formatting, sales reports, marketing and distribution) in the hands of the writers helping them maximize sales."

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