



FOR IMMEDIATE RELEASE: 06.02.14

**The Alliance of Independent Authors to partner with Kobo to launch their *Opening Up to Indie Authors* guide.**

*The Alliance of Independent Authors announces that Kobo will help launch the Opening Up to Indie Authors guidebook through their extensive global retail network, in a series of events featuring ALLi members.*

(LONDON, Feb 2014) The nonprofit professional association for self-publishing writers, The Alliance of Independent Authors (ALLi), is lining up another publishing first, as the organisation teams with Kobo to launch their next campaigning publication: The *Opening Up to Indie Authors* guidebook.

The sponsorship deal sees ALLi team up with Kobo to utilise the platform's extensive retail network to launch the guide in April 2014. Kobo's links to bookstores in 190 countries via Kobo.com, and its bookseller and retail partner network at a potential 17,600 locations across the globe, allows the *Opening Up to Indie Authors* guidebook, and its contributors, the chance to connect with an unprecedented number of readers and readings.

Written by the editor of ALLi's Self Publishing Advice Blog, Debbie Young with contributor Dan Holloway, the *Opening Up to Indie Authors* book enables all players, including authors, to meet the challenges of absorbing author-publishers into the wider publishing and literary ecosystem.

The guidebook is the latest step in ALLi's ongoing *Opening Up to Indie Authors* campaign (LINK TO: <http://selfpublishingadvice.org/open-up-to-indie-authors/>), aimed at encouraging industry players, including bookstores, libraries, reviewers and literary conferences, festivals and event organisers to accommodate and benefit from the inclusion of author-published work.

Mark Lefebvre, director of Self-Publishing and Author Relations at Kobo commented, "Having worked as a bookseller for twenty years, I recognize the critical role that local booksellers and librarians play in the role of supporting local authors. Any program or campaign that helps introduce booksellers and authors is one that will further enrich reading culture globally. I believe ALLi's *Opening Up to Indie Authors* campaign is an important one, and am delighted to work with them closely for the publication and launch of the guide."

Orna Ross, Founder and Director of ALLi commented "Being able to draw on Kobo's extensive network of local and regional partners will make this a truly global launch, with

author-publishers all over the world reaching out to their local bookstores at the same time -- another publishing first.”

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/>) ALLi is also calling on its members to contribute to the guide and participate in the launch.

More details can be found here: <http://selfpublishingadvice.org/blog/kobo-and-alli-the-alliance-of-independent-authors-need-you-for-our-open-up-to-indie-authors-launch/> )

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ABOUT ALLi –

The Alliance of Independent Authors (ALLi) is a non-profit, professional association for author-publishers. Rapidly growing, with members all over the world, ALLi (<http://allianceindependentauthors.org>) is now a significant force in international publishing.

For further information enquiries, please contact:

Nerys Hudson

[press@allianceindependentauthors.org](mailto:press@allianceindependentauthors.org)

+49 (0) 30 240 83451