



press release

Tall Poppy Writers Receives 2019 Wisconsin Innovation Award *The Marketing Collaborative Also Honored with WIA People's Choice Award*

MADISON, WI (Oct. 10, 2019) – The Tall Poppy Writers (TPW) is honored to have received the 2019 Wisconsin Innovation Award (WIA) for Collaboration, as well as the WIA People's Choice Award, which was chosen by the voting public. The awards ceremony was held on Oct. 9 at the Wisconsin Union Theater in Madison, with TPW founder and *USA Today* bestselling author Ann Garvin accepting the two awards on behalf of the organization.

“It has been an honor to be recognized among such an exceptional group of Wisconsin organizations. The Tall Poppy Writers began several years ago when a few Madison-based authors came together to help one another navigate the publishing industry and attract readers. Today, we represent forty-six female authors from across the country who share a common vision of lifting up women in our industry and helping them garner the attention they deserve,” says Garvin. “By receiving these awards, it reaffirms to us that when you speak up and lift others up, people will show up – it's the power of positivity.”

TPW is the only marketing cooperative for women authors, creating and promoting opportunities for authors to connect with readers, reviewers, industry professionals, and national media outlets. The organization works without financing through a collaborative model that is established to spotlight women's writing within the highly competitive arena of book publishing. For more information about the Tall Poppy Writers, visit www.tallpoppies.org.

During the sixth annual awards ceremony, nine winners were honored from the thirty-one finalists and more than 400 nominees. The event recognizes the state's most innovative products and services from nine industry categories. The 2019 winners were selected from a panel of 28 experts with backgrounds in many business sectors – including technology, food, healthcare, agriculture, nonprofits, education, and government – from throughout the state of Wisconsin. For more information about the awards program, visit www.wisconsininnovationawards.com.

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