



press release

Tall Poppy Writers Launches Online Bookstore with a Plot Twist

Features Tall Poppy books with a portion of all proceeds benefitting Room to Read

MADISON, WI (Feb. 8, 2020) – The Tall Poppy Writers (TPW) is pleased to announce the launch of The Tall Poppy Bookstore (www.tallpoppies.org/the-bookstore), its own member-supported independent online bookstore. TPW is a cooperative of female writers who market together to amplify their voices. The bookstore gives these authors a new opportunity to connect with readers through a simple premise – support the voices of female writers and their communities. A portion of profits from every book sold will go to TPW’s charity partner, Room to Read, which advocates for girls’ literacy worldwide.

The online bookstore offers both hard and soft cover books that represent a variety of genres and reflect the diversity of the writers within the group. Books include suspense, romance, women’s fiction, historical fiction, and feature *USA Today*, *New York Times*, and Amazon bestsellers. E-books are not available at this time. For special discounts at The Tall Poppy Bookstore and other benefits, readers can join BLOOM, an exclusive Facebook group for readers of Tall Poppy books (www.areyouinbloom.com).

In celebration of the launch and National Friendship Month in February, pricing discounts for The Tall Poppy Bookstore will be available Feb. 8 to anyone who joins BLOOM by Feb. 23. BLOOM members will continue to receive advance book news and special promotions throughout the year.

“I know many fellow writers share my long held aspiration of one day owning a bookstore. That’s why I’m so proud and excited that the Tall Poppies are collaborating to make our collective dreams come true,” says TPW founder and *USA Today* bestselling author Ann Garvin. “Since we operate without a budget or the support of investors, we have to be innovative to find ways to give back to our communities. Opening this bookstore and donating a percentage of our profits to Room To Read makes this dream even sweeter.”

Opening The Tall Poppy Bookstore does not diminish TPW authors’ continued support and appreciation for all booksellers, particularly Independent booksellers who are local advocates for authors, literary events, and books for all readers.

The Tall Poppy Writers is the only author-driven marketing cooperative in the U.S. exclusive to female authors, all of whom publish in a variety of genres. The organization elevates the work of female authors, connects directly with readers, engages with the publishing industry, and supports domestic and international nonprofit organizations that foster literacy. For more information, visit www.tallpoppies.org.

smart authors. bright readers. great books.

Founded in 2000 on the belief that World Change Starts with Educated Children®, Room to Read's innovative model focuses on deep, systemic transformation within schools in low-income communities during two time periods that are most critical in a child's schooling: early primary school for literacy acquisition and secondary school for girls' education. They work in collaboration with local communities, partner organizations, and governments to develop literacy skills and a habit of reading among primary school children and ensure girls can complete secondary school with the skills necessary to negotiate key life decisions. Room to Read has benefited 16.8 million children across more than 37,000 communities in 16 countries. Learn more at www.roomtoread.org.

#

Media Contact:

Kerstin March

Tall Poppy Writers

www.tallpoppies.org

kerstinmarch@me.com