



LET'S TALK ABOUT THAT BOOK.



an exclusive partnership with Tall Poppy Writers

FOR IMMEDIATE RELEASE

Tall Poppy Writers and Bookship Announce Exclusive Group Partnership

January 21, 2021 -- Bookship, an innovative virtual book club app that brings together readers, book groups and authors for chats and content, has announced an exclusive partnership with The Tall Poppy Writers, a collective of 40+ female authors who are award-winning marketers and national influencers in the book group space, and include New York Times Bestsellers, USA Today Bestsellers, and National Book Award Finalists in many genres.

With in-person book events deferred and book club meetings still mostly virtual, both readers and authors are looking for new, fun, easy ways to connect. Bookship's new Meet the Author program connects Bookship virtual book clubs with Tall Poppy authors for live video chats, offline discussion and unique author content. The two organizations also aim to function as a kind of “think tank” to explore new social reading ideas.

“Bookship’s pure model – built by a love of books and a desire for connection – aligns perfectly with The Tall Poppies’ desire for strong, intimate reader engagement. Their new features like video chats in the app mean authors can reach groups of readers anywhere, easily, without the constraints of social media or the organizational challenges of Zoom,” said Ann Garvin, USA Today Bestselling Author and Founder of The Tall Poppies.

For The Tall Poppy Writers, the partnership represents the latest chapter in the award-winning group’s commitment to exclusively align with creative and dynamic brands. Previously, The Tall Poppy Writers, the only multi-author, cross-genre marketing cooperative of its kind, has partnered with Francis Ford Coppola Winery, BookScents Candles, Room To Read, and more.

Bookship’s commitment to innovation continues by partnering with the author group to test new kinds of book club content and reader incentives, and help reading group leaders create more dynamic book club meetings. Free access to the premium version of the app is available for a limited time by joining The Tall Poppy Writer’s Facebook reading group, BLOOM (www.areyouinbloom.com)

“Bookship is all about relationships – and having a creative relationship with such a dynamic group of authors like the Tall Poppies will help our team expand and experiment, and to continually draw new authors to the mix,” said Mark Watkins, Founder of Bookship. “The Tall Poppies have a great track record of creating lively, highly engaged reader interactions --and I’m excited to provide a platform where readers and authors love to hang out.”

For more information, contact Ann Garvin, anniewertzgarvin@gmail.com, or Mark Watkins, mark@thehawaiiproject.com.

More detail on the companies: <https://www.tallpoppies.org> <https://www.bookshipapp.com/about>

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