
PRESS RELEASE

FOR IMMEDIATE RELEASE

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“BEAVER’S POND PRESS WORKING WITH AUTHORS TO PUBLISH E-BOOKS”

One of few publishers working with e-books, Beaver's Pond Press is offering authors e-book conversion and distribution to e-reader devices.

Minneapolis, Minn. – (February 8, 2011) –E-books are a booming industry with booming technologies that continue to evolve, becoming more popular and mainstream by the minute. Books available as e-books are not only reaching more readers, but new readers.

Author Robin Dedeker published her memoir *Moments of Intuition* as an e-book and explained, “What I’ve learned about having my book available as an e-book is that it’s the way books should go first. Instead of trying to guess how many books you’re going to sell, it’s a great way to make your book available and connect with readers at any time of day. It gives you an opportunity to promote your book all the time. People I’ve reached were able to access my e-book in minutes.”

Dedeker published her e-book through Beaver’s Pond Press, an independent publisher who launched their e-book program in early 2010. Observing the convenience factor for e-book consumers, Beaver’s Pond sought avenues to make e-book publishing a viable solution for their authors. Chief Publishing Executive, Tom Kerber explains, “E-books offer readers the ability to access books conveniently, affordably, and quickly. Publishers not only have to meet the rising demand for e-books, but see e-books as an opportunity for their authors to reach new markets.”

As e-reader devices, like Amazon’s Kindle, become even more popular, authors have discovered that having an e-book will soon become the standard. “Anyone can convert a file and make it an e-book,” says Kerber. “The challenge is the distribution of e-books so that regardless of the e-reader, an e-book can be accessed.” Beaver’s Pond Press ensures that through their e-book program authors have sufficient distribution channels to all the major e-reader devices, including the Ipad, Kindle, Nook, and Kobo. Books like Dedeker’s *Moments of Intuition*, a non-fiction title, can be found on her website, where a consumer is able to link to any of the major e-reader’s sites, purchase her book, and have it downloaded immediately to their device of choice.

“The future of publishing means offering solutions for readers to purchase content through multiple mediums,” says Kerber who predicts that more than twenty-five percent of Beaver’s Pond’s new releases will be available as an e-book in 2011. Kerber also intends to expand the company’s e-book program to children’s books.

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About Beaver's Pond Press:

Beaver's Pond Press is an independent publisher located in Minneapolis, Minnesota. The press was founded in 1998 by Milt "Beaver" Adams. Their mission is to mentor authors to publish their best books through strategic marketing and creative collaboration. They specialize in nonfiction, children's books, business/self-help, memoir, and inspirational titles. Beaver's Pond Press authors have won numerous awards including Minnesota Book Award, the Midwest Book Award, the Benjamin Franklin Award, the *Writer's Digest* Award and the Indie Excellence Award.