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FOR IMMEDIATE RELEASE

Reading Group Choices Launches New Book Club Initiatives



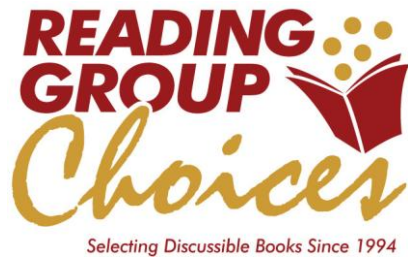
Author Chats, Author Squared and Experimental Group Writing by the Sisters of the Traveling Computers

Reading Group Choices (RGC) has introduced a variety of new programs to bridge the gap between authors and book clubs. Engaging through social media, blogging, and an experimental writing group of debut and bestselling authors, they have developed initiatives that offer book clubs unprecedented access into the lives and work of writers, forging the author-reader bond.

In a recent article, Shelf Awareness writer, Robert Gray, discussed the new trend toward Author Chats, recommending Indie bookstores take advantage of the great opportunity these events offer in driving traffic to their stores and increasing book sales. Book Club expert and owner of RGC, Barbara Drummond Mead, agrees adding, "Book clubs love to learn as much as they can about new and 'under the radar' authors. Offering these events gives readers rare access to authors."

RGC hosted their first Facebook Author Chat on April 11th with author Summer Wood of Wrecker, planned at a convenient evening hour so attendees could participate after work. The event proved a lively hour and a half discussion with excited fans. RGC encouraged comments and questions to be posted before or during the live event, and awarded free copies of the book to five of the discussion participants. Established fans and prospective readers were eager to share their stories and connect to Wood's bittersweet experiences, revealing the gift and struggle of parenting foster children. RGC's next Facebook Author Chat will be on Monday, June 6th at 7 pm ET with Mary Monroe of Mama Ruby, a prequel to her acclaimed novel, The Upper Room.

RGC is currently inviting book clubs to play critic with a Review & Discussion of the movie adaptation of the book Water for Elephants, asking whether the movie did the book justice.



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Mead's blog, *On the Bookcase*, has also launched a new Feature, [Author Squared](#) -- two authors chatting about books, writing process, and everything in between. "Who knows more about writers than the writers themselves!" she exclaims. Last month, the premier pair, *New York Times* best-selling authors, Heidi Durrow of *The Girl Who Fell from the Sky*, and *Pictures of You* author, Caroline Leavitt, were guests, providing an interesting and fun conversation about what life events and passions inspire their writing. The next Author Squared chat is slated for June.

"The Sisters of the Traveling Computers" (a play on the name from the novel and movie *Sisters of the Traveling Pants*) is another new blog feature RGC has added to the mix. A group of eight debut and best-selling authors will take turns contributing to a novel-in-progress. Caroline Leavitt, Heidi Durrow, Therese Fowler (*Exposure*), Tanya Egan Gibson (*How to Buy a Love of Reading*), Eleanor Brown (*The Weird Sisters*), Sarah Pekkanen (*Skipping a Beat*), Rebecca Rasmussen (*The Bird Sisters*) and Siobhan Fallon (*You Know When the Men are Gone*) will each contribute a paragraph or two to the developing story over the coming months. Mead says, "This is completely uncharted water, as no pre-determined outline has been discussed." She predicts this new feature will be as interesting for the readers as the authors themselves. "The authors are toying with the idea of keeping the story installments anonymous so they can guess who is writing them based solely on style," she says.

Sign-Up for RGC Event Notifications

To be notified of upcoming RGC Author Chats, Author Squared, Sisters of the Traveling Computers and other events, click on the LIKE button on the [Reading Group Choices'](#) Facebook page and [sign-up for their monthly e-Newsletter](#).

[Reading Group Choices](#), a recognized authority in discussible book club selections, provides a multitude of fun and useful resources for book clubs and reading groups on their website including their printed guide, *Reading Group Choices: Selections for Lively Book Discussions*, now in its 17th edition (\$6.95), and a free monthly e-newsletter. Mead's blog, *On the Bookcase* features one-on-one interviews with book authors, details regarding upcoming book festivals, tips for book club hosts (such as popular book club fare) and even a humorous commentary on book club etiquette. Explore their website at www.readinggroupchoices.com.

