



For Immediate Release

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News Release

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Local Author Honored as Finalist in Ben Franklin Awards

Writer finds big success in small project

Minneapolis, Minn. – 50|50 Publishing is pleased to announce that one of its books, *Until We Meet Again*, by Susan Jones, has been named a finalist for a Ben Franklin Award™ by PMA, the Independent Book Publishers Association. This is the first such nomination for the Minneapolis-based publisher and Connecticut-based author.

Until We Meet Again, one of three finalists in the Children's Picture Book category, is about the loving, joyful relationship between a winsome grandfather and a lucky little boy—a relationship that is coming to an end. With insight and tenderness, Jones tells the story of what comes next for a little boy who discovers memory-making is a language of love that can be whispered across the years.

For author Jones, the nomination is recognition of the collective talent that created the book. The story, dedicated to her father, is reminiscent of memories made with various loved ones in her life. “What an unexpected gift,” she said, “to be one of three finalists in the nation. I am grateful for this nomination and am hopeful for what’s to come for *Until We Meet Again*.”

“We’re simply thrilled by this honor,” said Tom Heller, president of 50|50 Publishing. “It speaks to the passion and artistry of Susan Jones and the illustrator, Shirley Antak. As the publisher, we were just pleased to be involved.”

PMA is a trade association of independent publishers that serves book, audio and video publishers located around the world. The Ben Franklin Awards, named in honor of America's most cherished publisher/printer, recognize excellence in independent publishing. Publications are grouped by genre and judged on editorial and design merit by top practitioners in each field. The awards for the best books are presented to the publishers during a gala awards ceremony on May 29, 2008 (shortly before the opening of Book Expo America).

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Sharing Success

50|50 Publishing, a division of Soulo Communications, represents a unique new approach to publishing. The company and its authors split book production costs 50-50. This means writers can more affordably publish their work in books that reflect the highest quality industry expectations. 50|50 works with authors every step of the way, including editing, design and printing, then orchestrating an effective marketing campaign to promote and sell the book.

For more information or to submit a manuscript, visit www.50-50publishing.com.

About Soulo Communications

Minneapolis-based Soulo Communications is a full-service company serving all client needs from creative concepts to design, copywriting, and message delivery in any medium. Services include graphic design; book publishing, editing, typesetting, and proofreading; marketing analysis and services; video production; and technical writing and illustration.

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About PMA

PMA, the Independent Book Publishers Association, is a trade association of independent publishers. Founded in 1983, it serves book, audio, and video publishers located in the United States and around the world. Its mission is to advance the professional interests of independent publishers. To this end, PMA provides cooperative marketing programs, education and advocacy within the publishing industry. PMA's membership of more than 4,000 publishers continues to grow. It is governed by a voluntary board of directors that meets regularly to discuss and plan the association's business. Board members reflect the varied membership and serve two- to four-year terms. PMA offers beneficial programs and information to all member publishers, regardless of their size or experience.

About the Ben Franklin Awards™

Named in honor of America's most cherished publisher/printer, the Benjamin Franklin Awards™ recognize excellence in independent publishing. Publications, grouped by genre, are judged on editorial and design merit by top practitioners in each field. Trophies are awarded to the best books in several categories and are presented to the publishers during a gala awards ceremony on the last evening of the Publishing University (just before the opening of Book Expo America).

The Benjamin Franklin 2008 Awards™ presentation ceremony will be held at the Wilshire Grand Hotel, Los Angeles, CA May 29, 2008.