



For Immediate Release

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News Release

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50|50 Publishing Author Wins MIPA Award

Minneapolis, Minn. – 50|50 Publishing is pleased to announce that one of its books, *Until We Meet Again*, by Susan Jones, has won an award for interior layout from the Midwest Independent Publishers Association (MIPA). This is the first such award for the Minneapolis-based publisher and Connecticut-based author.

“We’re very pleased by this honor,” said Tom Heller, president of 50|50 Publishing. “The book was a joy to work with, and with images and text like we had from the author and illustrator, it was hard to go wrong.”

Until We Meet Again 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, author Susan 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.

MIPA is a non-profit organization serving the upper-Midwest publishing community. Its annual award ceremony recognizes and honors the Midwest’s independent publishers.

Sharing Success

50|50 Publishing 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.

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About Soulo Communications

Minneapolis-based Soulo Communications, parent company of 50|50 Publishing, 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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