



FOR IMMEDIATE RELEASE
October 17, 2011

Contact: Kaitlin Friedmann
(609) 297-2215
kfriedmann@audiopub.org

RUSH HOUR IS GETTING LONGER! TURN YOUR COMMUTE INTO THE MOST PLEASURABLE PART OF YOUR DAY WITH AUDIOBOOKS

PRINCETON JUNCTION, NJ – The 2011 Urban Mobility Report, published by the Texas Transportation Institute, showed the average commuter endured an astounding 34 hours of traffic in 2010—that’s up from 14 hours in 1982, and is expected to increase to 41 hours by 2020. On-the-go Americans already pressed for time are turning roadway congestion into a rare and valuable opportunity to plow through the bestseller list or otherwise escape into a wonderful world away from commuting stress—through audiobooks!

Nearly all of the latest books your friends have been talking about are available on audio. Some are full-scale productions with multiple polished actors and celebrities contributing their voice talent. Catch up on a variety of genres in fiction and non-fiction and eliminate the agony of gridlock. There are countless reasons to try an audiobook, but here are some ways your commute can be more productive:

- **Laugh out loud!** It’s one thing to read Tina Fey’s hilarious *Bossypants*, but listening to her hysterical delivery with just the right tone and inflection is the ultimate experience!
- **Decipher delectable dialects.** Who could forget the brilliant Southern drawls of the ladies of Kathryn Stockett’s *The Help* brought to life by Jenna Lamia, Bahni Turpin, Octavia Spencer and Cassandra Campbell? Audiobooks transform your surroundings instantly with descriptive ear candy.
- **Immerse yourself in educational escapes.** Audiobooks help commuters learn a new language, comprehend complex concepts and delve into American history. Discover beloved First Lady Jacqueline Kennedy’s innermost thoughts in her own words in *Jacqueline Kennedy: Historic Conversations on Life with John F. Kennedy*.
- **Drive on the edge of your seat.** The world’s best narrators pull you into thrilling storylines from best selling authors like Harlan Coben, Michael Connelly and James Patterson that will have you gripping the steering wheel with anticipation!
- **Just push play!** Aside from the ease of popping a CD in, new iPod jacks and mp3 player adapters are now standard car accessories, making downloaded audiobooks also more car-accessible than ever before.

“When a commuter makes an audiobook their standard travelling companion, they easily turn a negative situation into a positively entertaining and productive experience.

Audiobooks are the perfect way to decompress mentally and maximize productivity. Whether it's the morning or evening commute, finding the right audiobook for you will reduce stress and give you a fresh perspective on time spent in the car," said Michele Cobb, APA President.

To interview an APA spokesperson, please contact Kaitlin Friedmann at (609) 297-2215 or kfriedmann@audiopub.org.

###

About Audio Publishers Association (APA)

The Audio Publishers Association (APA) is a not-for-profit trade organization whose primary goals are to promote awareness of the audiobook industry, gather and disseminate industry statistics, encourage high production standards, and represent the interests of audiobook publishers. Since 1986, the APA has worked to bring audio publishers together to increase interest in audiobooks. Please visit www.audiopub.org for more information.