



**For Immediate Release**

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**DEEPAK CHOPRA, JACKIE COLLINS, JAMES PATTERSON, AND OVER 100  
OTHER AUTHORS TO ADVOCATE FOR AUDIOBOOKS**

*APA's Author Advocate Initiative Aims to Share Authors' Stories of Listening to and  
Recording Audiobooks with 10 Million Consumers*

**Princeton Junction, NJ – February 22, 2010** – Tapping into the longstanding enthusiasm for audiobooks expressed by many of America's bestselling authors, the Audio Publishers Association (APA) announced the *June is Audiobook Month 2010* Author Advocate initiative to help share the joys and benefits of listening to audiobooks.

Unlike any other audiobook awareness campaign ever launched by the APA, **Deepak Chopra, Jackie Collins, James Patterson**, and over 100 other celebrated authors will help to convey the excitement of the audiobook format as part of the awareness campaign. Several bestselling and celebrity authors will be available to talk to journalists about the joys and benefits of listening to the spoken word, their experiences in the recording studio or working with narrators, and how listening has affected their writing and their lives. Additionally, other authors will be using the power of social media in a coordinated effort to discuss their connections to audiobooks. In total, over 10 million potential audiobook listeners will be reached through a collaborative discussion of the spoken word on June 1, 2010 over sites such as Facebook, Twitter and author blogs. Enthusiastic and popular adopters of social media such as **David Baldacci** and **Cory Doctorow** will participate in this aspect of the initiative. Every day new authors come on board as part of this fun exploration of what it is to listen to, rather than read, books.

"The APA is grateful for the time and effort being put forth by its membership and these wonderful authors for this unprecedented awareness campaign," said Janet Benson, APA President. "Our Author Advocate program is an opportunity to explain how audiobooks are valuable entertainment and educational tools for today's busy lifestyles and we hope many consumers who haven't already will decide to try one."

Free audiobook excerpts, author and celebrity narrator interviews, artwork and other resources will be available at <http://www.audiopub.org>. To schedule an interview with an Author Advocate, please contact Jonathan Korzen at [jonathankorzen@mac.com](mailto:jonathankorzen@mac.com).

The following authors will participate in the APA Author Advocate initiative:

Diane Ackerman  
Lara Adrian  
Kevin J. Anderson  
Ilona Andrews  
Kelley Armstrong  
Raymond Arroyo  
Ace Atkins  
Sandi Ault  
David Baldacci  
Barbara Taylor Bradford

James Bradley  
Libba Bray  
Kate Brian  
Max Brooks  
Rita Mae Brown  
Chelsea Cain  
Rachel Caine  
Orson Scott Card  
Phillip Carlo  
PC Cast

Lincoln Child  
Deepak Chopra  
Jackie Collins  
Michael Connelly  
Stephen Covey  
Jeffery Deaver  
Ted Dekker  
Cory Doctorow  
Ruth Downie  
Jessica DuLong

David Anthony Durham  
Jonathan Eig  
Warren Ellis  
Vince Flynn  
Kate Forsyth  
David Gaider  
Yasmine Galenorn  
Kami Garcia  
Lisa Gardner  
Joshua Gaylord  
Seth Godin  
Brent Ghelfi  
Emily Giffin  
Laura Anne Gilman  
Jason Goodwin  
Eileen Goudge  
Sue Grafton  
James W. Hall  
Peter F. Hamilton  
Kim Harrison  
Clifford Henderson  
Brian Herbert  
Elin Hilderbrand  
Robin Hobb  
Steve Hockensmith  
Tony Hsieh

Joshilyn Jackson  
A.J Jacobs  
Steven Johnson  
Ronald Kessler  
Stephen King  
Mercedes Lackey  
Lisa Lampanelli  
Jonathan Lowe  
Debbie Macomber  
Brad Meltzer  
Karen Miller  
C.A. Milson  
L. E. Modesitt, Jr.  
Richard K. Morgan  
Alyson Noel  
Diana Palmer  
Christopher Paolini  
Adele Park  
James Patterson  
Rodney Peete  
Adam L. Penenberg  
Thomas Perry  
Danielle Pierre  
Tamora Pierce  
James Phelan  
David Pogue

Gerald Posner  
Doug Preston  
Harriet Reisen  
Alastair Reynolds  
Rick Riordan  
Peter Robinson  
Sarah Rose  
Brenda Scott Royce  
Doug Rushkoff  
Brandon Sanderson  
Bettye Zoller Seitz  
Lisa Scottoline  
Roger Smith  
S.M. Stirling  
Amy Sohn  
William Stanek  
Rebecca Stead  
Margaret Stohl  
Harry Turtledove  
Luis Alberto Urrea  
Carrie Vaughn  
Nicholas Wade  
Brent Weeks  
Michael White

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### **About the 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](http://www.audiopub.org) for more information.