



**For Immediate Release**

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**MICHAEL CONNELLY, ADAM CAROLLA, LAURA HILLENBRAND AND OVER 100 OTHER AUTHORS 'GET CAUGHT LISTENING' TO AUDIOBOOKS**

*Bestselling Authors to Use Social Media to Discuss Audio Entertainment*

**Princeton Junction, NJ – February 22, 2011** – Building on an outburst of audiobook support during the 2010 Author Advocate initiative, the Audio Publishers Association (APA) is once again tapping into bestselling authors' longstanding enthusiasm for audiobooks this June. On June 1, 2011, the most popular authors, along with high profile narrators, will take to their social media networks to convey their deep appreciation for the audio format as part of the association's annual June Is Audiobook Month initiative.

Over 50 celebrated authors have already signed on to share their excitement for the audio format as part of the social media campaign. In total, billions of potential audiobook listeners will be reached and inspired through a collaborative discussion of the spoken word over sites such as Facebook, Twitter, YouTube and author blogs. In 2010, authors and narrators teamed up with publishers in the APA's first national campaign to reach approximately 4 million people through all forms of social media.

"We are asking everyone to make an effort to speak, type or text about audio on June 1 to create a massive, coordinated impact across the country," said Janet Benson, APA President. "Authors and narrators might recall a funny story during the recording process, describe a memory of listening to a particular audiobook, or simply recommend an audiobook they recently enjoyed. It will be a diverse and widespread celebration of the spoken word."

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 Kaitlin Friedmann at (609) 297-2215.

The following authors and narrators are confirmed to participate on June 1st:

Jeff Abbott  
Mary Kay Andrews  
David Baldacci  
Holly Black  
Judy Blume  
Scott Brick  
Suzanne Brockmann

Meg Cabot  
Chelsea Cain  
Adam Carolla  
P.C. Cast  
Lincoln Child  
Deepak Chopra  
Marcia Clark

Michael Connelly  
Andrea Cremer  
Jennifer Crusie  
Ted Dekker  
Cory Doctorow  
Emma Donoghue  
Jennifer Egan  
Christine Feehan  
Monica Ferris  
Joseph Finder  
Neil Gaiman  
Kami Garcia  
Lisa Gardner  
Daisy Goodwin  
Sue Grafton  
Sarah Graves  
James Grippando  
Beth Harbison  
Laura Hillenbrand  
Darynda Jones  
Tayari Jones  
Katherine Kellgren  
Barbara Taylor Bradford  
Paul G. Tremblay

Michael Koryta  
Kimberla Lawson Roby  
Laura Lippman  
Marcia Muller  
Alyson Noel  
James Patterson  
Louise Penny  
Carly Phillips  
Douglas Preston  
Bill Pronzini  
Anne Rice  
Emilie Richards  
Rick Riordan  
Greg Rucka  
Carrie Ryan  
Lisa Scottoline  
Michael Showalter  
Karin Slaughter  
Julia Spencer-Fleming  
Dana Stabenow  
Duane Swierczynski  
Adriana Trigiani

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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.