

**Association of American Publishers, Twitter and Penguin Random House Launch #TwitterFiction Festival
2014, March 12-16**

Top Authors Participating; Call for Public Entries Opens Today

New York, NY; January 8, 2014 – Leading authors will take on 140-character storytelling, and others are invited to join them, during [#TwitterFiction Festival](#), March 12-16.

The second festival will again allow established and emerging authors to utilize the platform's functionality and create experimental fiction as Tweets. The festival is a partnership between the Association of American Publishers (@AmericanPublish), Penguin Random House (@PenguinRH_News) and Twitter (@Twitter).

More than 20 authors from AAP member publishing houses have committed to participating in the weeklong event in March; the current full list is below. Additionally, #TwitterFiction Festival offers everyone the chance to be a featured storyteller and create fiction on Twitter alongside the authors through a competition opening today. Entries can be [submitted](#) through February 5, with judging by a panel of publishing executives from AAP member organizations.

This year, #TwitterFiction Festival kicks off with an event March 12 in New York City that will blend in-person and digital performances, with video of the event streamed live globally.

Participating authors from AAP member publishing organizations (to date):

Jim Gaffigan – Penguin Random House

Gail Carriger – Hachette

David Javerbaum – Simon & Schuster

Sara Farizan – Algonquin Young Readers

Emma Straub – Penguin Random House

Julie Kagawa – Harlequin

Benjamin Percy – Hachette

Tracy Guzman – Simon & Schuster

Bill Roorbach – Algonquin Books

Eric Smith – Quirk Books

Alexander McCall Smith – Penguin Random House

Maisey Yates – Harlequin

Megan Abbott – Hachette

Andrea Cremer – Penguin Random House

Liz Fremantle – Simon & Schuster

Ben H. Winters – Quirk Books

Anthony Marra – Penguin Random House

Gabrielle Zevin – Algonquin Books

Brad Meltzer – Hachette

Bernie Su – Simon & Schuster

“The Twitter Fiction Festival is a great way for authors of any level to use Twitter to bring the art of storytelling to life,” said Andrew Fitzgerald, Media Partnerships at Twitter. “The real-time nature of the platform and brevity of Tweets make Twitter a perfect companion for weaving together fictional stories in 140 character spurts.”

“We’re excited to work with AAP, Twitter and authors across numerous publishers to add a digital twist to storytelling,” said Christine McNamara, Vice President and Director of Partnerships on behalf of Penguin Random House. “The #TwitterFiction Festival celebrates storytelling – it’s a great way for writers and readers to connect through original new material and also gives the public an opportunity to share their own stories with the community.”

Added Tina Jordan, Vice President, AAP, “AAP members celebrate great storytelling and great storytellers in all forms. We thank the publishing houses, led by our colleagues at Penguin Random House, for their involvement. We especially appreciate the many talented authors who are supporting this initiative through their participation and creativity.”

About Penguin Random House

Penguin Random House (<http://www.penguinrandomhouse.com/>) is the world’s first truly global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random House comprises the adult and children’s fiction and nonfiction print and digital trade book publishing businesses of Penguin and Random House in the U.S., U.K., Canada, Australia, New Zealand, and India, Penguin’s trade publishing activity in Asia and South Africa; DK Worldwide; and Random House’s companies in Spain, Mexico, Argentina, Uruguay, Colombia, and Chile. Penguin Random House employs more than 10,000 people globally across almost 250 editorially and creatively independent imprints and publishing houses that collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world’s most widely read authors.

About the Association of American Publishers

The 300 members of AAP are building the future of publishing. AAP represents America’s premier creators of high-quality entertainment, education, scientific and professional published content. Our membership dedicates the creative, intellectual, financial and technological investments to bring great ideas to life and to deliver content to the world’s audiences, in all the way they seek it.

About Twitter

Founded in 2006, Twitter is a social broadcast network that enables people and organizations to publicly share brief messages instantly around the world. The service can be accessed on the web at Twitter.com, on a wide variety of mobile devices and via text messaging. Available in more than 35 languages, Twitter has more than 230 million monthly active users. Visit www.twitter.com or follow @twitter for more information.

AAP Contact: Andi Sporkin – asporkin@publishers.org

Penguin Random House Contact: Milena Schmidt – mschmidt@randomhouse.com

Twitter Contact: Alexandra Valasek – avalasek@twitter.com