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ALLI WELCOMES FOLIO PRIZE ACCEPTANCE OF SELF-PUBLISHED BOOKS

(LONDON, April 2013) The Alliance of Independent Authors (ALLi)'s Open Up To Indies Campaign welcomes the news that the newly established Folio Prize, with a top award of £10,000, will be accepting self-published entries.

The Folio Prize composes its long-list in two stages. Eighty books are put forward by an academy representing all quarters of the literary community, and the final twenty are selected from submissions by publishers, after the first eighty have been announced.

The prize's administrator has confirmed to Dan Holloway, ALLi's Open Up To Indies Campaign Manager, that self-publishers are allowed to represent themselves as publishers and submit the 300-word case for their book to be included, consideration of which will lead to the calling in of books for selection where successful.

It also seems that Academy members are free to nominate self-published works.

"This is important news and greatly welcomed by ALLi's Open Up To Indies Campaign," says Holloway. "Whilst self-publishing has been stripped of much of its stigma by a string of high profile commercial successes, the suspicion remains in some quarters, notably the media, that the self-published corpus is not a place to find works of outstanding artistic merit that could take their place alongside the works of a Hilary Mantel or Will Self or Philip Roth.

"And the closed doors of major prizes has made it virtually impossible to demonstrate otherwise."

Shortlisted publishers are being asked to contribute £4000 per shortlisted book. This is an obstacle for many self-publishers (like many small presses) but innovative indies are already considering partnerships with larger publishers, crowd-sourcing and other funding options. And the Folio Prize gives publishers the option of applying for a fee waiver.

"I, for one, will be throwing everything behind getting my novel Evie and Guy onto the shortlist," says Holloway.

ALLi urges other literary prizes to follow suit. Our Open Up To Indies Campaign is a varied and ongoing series of initiatives, aiming to persuade literary prizes, festivals, events, media, reviewers and others to find ways to include self-published works.

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The Alliance of Independent Authors (ALLi) is a nonprofit, professional association for author-publishers. Rapidly growing, with members all over the world, ALLi is now a significant force in international publishing.

allianceindependentauthors.org

For further enquiries, please contact:
Nerys Hudson, Dialogue Berlin
press@allianceindependentauthors.org
+49 (0) 30 240 834 51