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Embargoed until 10.30am Monday 4th November 2019

SUBMISSIONS OPEN FOR SECOND YEAR OF BOOKBRUNCH SELFIES AWARDS IN THE UK

In order to recognise one of the fastest-growing parts of the book market, **BookBrunch**, together with the **London Book Fair**, launched **The Selfies** award scheme in the UK in late 2018. Sponsored by IngramSpark, this exciting initiative aimed to discover new talent and reward the very best self-published titles each year. The first Selfies Award was presented to Jane Davis for her eighth self-published book, *Smash all the Windows*, at the London Book Fair in March 2019, chosen from an all-woman shortlist of 8.

In the first year The Selfies only rewarded work in the adult fiction category, however, BookBrunch are delighted to announce that a second category, children's fiction, has been added to the Selfies Awards for 2020 to help improve diversity in this sector. Recent research by BookTrust shows that over twice as many unique children's titles by creators of colour were self-published in comparison to titles by white creators. For British creators of colour, a third of their unique titles were self-published or published by a hybrid publisher, while only around one in ten unique titles by white British creators were self-published or published by a hybrid publisher.

The prize in both categories is £1,000, plus a profile in BookBrunch and a special publishing deal provided by sponsors IngramSpark. In addition, shortlisted authors will receive free membership of the 2019 Author HQ club at the London Book Fair. Comprising a theatre and networking area, Author HQ provides a forum for discussion of the ever expanding number of approaches to publishing and includes networking events and 'how-to' style panels.

What the judges are looking for:

- A fantastic story that entertains and delights the reader
- A well-produced ebook or print book
- An enticing cover and blurb that successfully addresses the target audience
- An effective and creative marketing and publicity strategy that has the potential for great sales

Submissions open for the UK Selfies today, **Monday 4th November 2019**; the closing date will be **Friday 27th December**. Shortlists will be announced at the end of February, and the Selfies Awards for 2020 for both adult and children's categories will be announced at the London Book Fair in March next year.

All titles submitted need to have been published in English since January 2019 and entries will only be accepted from authors based in the UK who are predominantly or only self-published, ie where the author themselves acts as the publisher/creative director.

In order to register, authors should go to www.bookbrunch.co.uk, click on the [subscribe](#) button and select the 6 month subscription box, using the code **SELFIES2020-ADULT-FICTION** if submitting a title in the adult category, or **SELFIES2020-CHILDRENS-FICTION** if submitting a title in the children's category. There is a small

entrance fee of £25+VAT per title, and all those submitting work will receive a six-month subscription to BookBrunch.

A similar scheme is also being launched in the US, when submissions will be opened in early January 2020. For more information please see www.theseffies.co.uk for the UK awards, or www.seffiesbookawards.com for the US awards.

#selfiesaward / www.theseffies.co.uk

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