



An Introduction to Red All Over Publishing

2012 OCTOBER – FOR IMMEDIATE RELEASE

Books are dead, right? People are only reading blogs or tweets or status updates, and no one has time to sit down and read something longer than a page anymore...

Actually, as Mark Twain might have said, the rumours about the death of the book have been greatly exaggerated. Amid all the noise of the internet and the churning of social media, one thing still stands true: people love to hear a good story and they love to be entertained.

It's into this brave new world that a new Australian publishing company has launched. Red All Over Publishing is devoted to finding great characters and great plots and delivering them to eager audiences across the world through brilliant new books. OK, you may read them on your Kindle or your iPad too, if you must...

"It might seem crazy launching a 'legacy media' company at the moment, particularly with the global economy down in the dumps," says Chris Jackson, Red All Over Publishing's founder.

"But people still have an enduring love affair with great books and great stories – after all, isn't that half the point of social media, telling people tall tales?"

"Unfortunately though, as more and more major publishing houses are shutting down, there is a vacuum of new works coming into the market and opportunities for young and untried authors. Red All Over Publishing is looking to fill this gap with a host of titles set for release through 2013. We're really looking forward to introducing you to a whole new generation of interesting characters and twisted plots."

Formed in the middle of 2012, Red All Over Publishing is slowly building up a portfolio of interesting new works to release, including its debut novel *One Off*, by Melbourne-based author Mark Kestigian. Slated for release mid-November, the book's plot is a heady mix of journalism, a twisted family tree, an intriguing local mystery and an unhealthy obsession with Bruce Springsteen bootlegs.

"*One Off* is one of those novels that takes you by surprise," Jackson says. "The lead character Walt is a lovable misfit with a unique take on his homecoming to small-town New England and his reunion with his dysfunctionally-eclectic family. It's a wonderful experience getting lost in his journey of self-discovery – particularly his impressive ability to self-sabotage any advantage he is given."

Red All Over Publishing is constantly on the lookout for new works by passionate authors – well, except for poetry, but that's mainly because we don't understand it – and welcomes submissions and inquiries at any time. To find out more about the company, visit our website at www.redallover.com.au.

And yes, you can find us on Facebook. We're mainly posting links to oddities involving animals, celebrities and vaguely salacious items from the publishing world – you're welcome to join in the fun.