

For immediate release

Tracy Behar's New Imprint:

Little, Brown Spark



MARCH 14, 2018 NEW YORK, NY –Tracy Behar, VP, Publisher, and Editor-in-Chief announces the name of her new imprint: Little, Brown Spark. Little, Brown Spark will be devoted to health, lifestyle, psychology, and science and will launch in the fall of 2018.

“We’ve chosen Little, Brown Spark to reflect our mission to publish books that spark ideas, feelings, and change.” says Behar. Reagan Arthur, SVP and Publisher of Little, Brown and Company says, “It would be impossible to find an editor more highly regarded by her authors, their agents, and her colleagues than Tracy. Throughout her career she has consistently published books that are useful, informative, inspirational – and hugely successful.”

Tracy Behar’s books have been #1 bestsellers and their multiple awards include Books for a Better Life, the Dayton Literary Peace Prize, and the PEN/E. O. Wilson Literary Science Writing award. Behar’s roster of authors includes Mark Hyman, David Perlmutter, Amy Cuddy, Nicholas Christakis, John Ratey, Andrew Weil, Amy Myers, Sue Johnson, Roy Peter Clark, and many more.

Joining Behar at the imprint are senior editor Marisa Vigilante, most recently from Rodale Books; associate editor Ian Straus; and associate director of

marketing Jessica Chun, most recently from Dorling Kindersley.

Little, Brown and Company is a division of Hachette Book Group. Founded in 1837, Little, Brown has long been recognized as a publisher committed to publishing fiction of the highest quality and nonfiction of lasting significance. Hachette Book Group is a leading trade publisher based in New York and a division of Hachette Livre, the third largest trade and educational publisher in the world.

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