

FOR IMMEDIATE RELEASE

CONTACT:

Vida Engstrand, Assoc. Dir. Of Communications

Ph: (212) 407-1573

Email: vengstrand@kensingtonbooks.com

KENSINGTON PUBLISHING TEAMS UP WITH WATTPAD FOR CROWDSOURCED ROMANCE WRITING COMPETITION

January 21, 2015:: Kensington Publishing Corp., America's Independent Publisher, is teaming up with Wattpad, the world's largest community of readers and writers, to unveil "The Write Affair," a crowdsourced writing competition for aspiring romance authors.

The competition is open to any previously unpublished author of romance fiction who joins Wattpad. Between January 23, 2015 and February 27, 2015, contestants must visit www.wattpad.com/TheWriteAffair and submit the first 5,000 words of their novel along with a synopsis.

The grand prize winner of "The Write Affair" will receive a publishing contract from Kensington and their novel will be published in both print and digital formats under Kensington's new imprint, Zebra Shout.

Between February 28 and March 20, Wattpad's community of over 40 million users will be invited to vote for their favorite submissions, and their votes will determine which 10 submissions become finalists. From that pool of fan-favorites, a specially chosen team consisting of members of the Kensington editorial board will select the grand prize winner. The winner will be announced on Wattpad and Kensington's website (<http://sites.kensingtonbooks.com/writeaffair/>) on Monday, April 13, 2015.

Says Alexandra Nicolajsen, Kensington's Associate Director of Social Media and Digital Sales, "Kensington is a house that stands behind new authors, helping to build their careers and take their books to the next level. We are thrilled to have the opportunity to partner with Wattpad and their huge number of dedicated readers to bring the next fresh story idea to the marketplace—and to work with a new rising star in romance."

Kensington's joined forces with Wattpad to fulfill a desire to find new, burgeoning talent as well as involve an established community of readers and writers. Wattpad's community is the perfect solution to the question of how to get fans to play an active role in seeing their favorite stories go from on screen to on the page.

-more-

The contest is open worldwide to first time authors writing in the English language, who must be at least 16 years old at the time of entry. Entrants are asked to upload their completed manuscript to: <http://www.wattpad.com/user/thewriteaffair>.

For a complete listing of “The Write Affair” contest rules and additional details please see Kensington’s landing page at: <http://sites.kensingtonbooks.com/writeaffair/>.

ABOUT KENSINGTON PUBLISHING:

Founded in 1974 by the late Walter Zacharius, Kensington Publishing Corp. is located in New York City and is known as “America’s Independent Publisher.” As the foremost independent commercial publishing house in the United States providing hardcover, trade paperback, mass market, and digital releases, Kensington publishes the books that America wants to read.

The house of *New York Times* bestselling authors, including Fern Michaels, Lisa Jackson, Joanne Fluke, William W. Johnstone, and many others, Kensington publishes over 500 fiction and non-fiction titles each year. Its diverse imprints include Zebra, Pinnacle, Dafina, and Lyrical Press which are well known for providing readers with a range of popular genres such as romance, women’s fiction, African American, young adult and nonfiction, as well as true-crime, western, and mystery titles. Visit kensingtonbooks.com.

ABOUT WATTPAD

More than 40 million people have joined Wattpad, making it the world’s largest community of readers and writers. People use Wattpad to connect with each other while they discover and share millions of free stories. Wattpad stories are available in more than 50 languages and can be read or written from any phone, tablet, or computer. The company is proudly based in Toronto, Canada. Learn more at www.wattpad.com.