

For Immediate Release
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**RED WHEEL WEISER PARTNERS WITH NEW YORK OPEN CENTER TO CREATE NEW
IMPRINT;
ADDS QUEST BOOKS AND ATLANTIS RISING TO GROWING DISTRIBUTION LIST**

Red Wheel Weiser, LLC (RWW) and New York Open Center (NYOC) announce the creation of a New York Open Center imprint that will support the Center's mission to offer the best possible approaches to wellness, consciousness expansion, and spiritual transformation. RWW will work with NYOC staff to identify and develop potential authors and projects from the many practitioners and faculty who teach classes, lead workshops and lecture at the Center. Michael Kerber, President of Red Wheel Weiser, LLC, says, "Our continued goal is to publish 'books to live by,' and this collaboration with New York Open Center is both a natural and complementary fit given our shared mission to inform and improve people's lives."

"For the last thirty-one years the New York Open Center has been a platform for the world's leading teachers in holistic thought, wellness, spirituality, and interdisciplinary approaches to human and societal transformation. We have been committed to offering the best, cutting-edge programs in these fields—often long before they gain mainstream acceptance. Now, as an expanded expression of our ongoing mission, we are thrilled to be writing this new chapter with Red Wheel Weiser. And, as someone who has read, and benefited by, Weiser Books since my teens, I am personally very happy for this partnership!" —Thomas Amelio, President of the New York Open Center"

Red Wheel/Weiser Publisher Emerita, Jan Johnson, will help select the initial list of titles. There's no set number, but all titles will fall into one of three main categories. There will be general introductory guides on topics regularly taught at the center, such as shamanism, mindfulness, lucid dreaming, and a variety of others. Books that delve deeper into subjects based on NYOC workshops and webinars and broad survey books drawn from NYOC major conferences round the list. The next such conference is the Art of Dying: Spiritual, Scientific, and Practical Approaches to Living and Dying to be held in New York City April 24 – 26 and features such presenters as Eben Alexander, MD, Therese Schroeder-Sheker, and Peter Fenwick, MD.

"This is an exciting opportunity for both Red Wheel and the Open Center. It is part of our wider efforts of collaborating with like-minded companies in a variety of areas," added Kerber. "For us to grow as a publisher, we must engage readers wherever they seek guidance, wisdom, and new ideas."

The imprint will be launched at Book Expo America in 2016.

QUEST BOOKS

Effective February 1st, 2015, Red Wheel/Weiser is the exclusive distributor in North America for Quest Books, an imprint of the Theosophical Society in America. This organization, with 150 branches nationwide, is part of the International Theosophical Society founded in New York in 1875.

Since 1966, Quest has sold over 4 million books by leading cultural thinkers such as H. P. Blavatsky, Amit Goswami, Jack Kornfield, Huston Smith, and Ken Wilbur on such increasingly popular subjects as transpersonal psychology, comparative religion, deep ecology, spiritual growth, the development of creativity, and alternative health practices. Quest has a backlist of over 250 titles and releases approximately 12 new books each year. Quest Books were previously distributed by PGW.

"We are delighted to be working with a distributor that not only meets our business needs, but aligns so well with our vision and mission. We look forward to a mutually fruitful relationship with Red Wheel Weiser,"

states Pat Griebeler, Quest's director of operations.

ATLANTIS RISING

Red Wheel Weiser is also pleased to announce a new distribution partnership for books published by *Atlantis Rising*, the magazine of record on ancient mysteries, unexplained anomalies, and future science. Beginning with the publication of *Paradigm Busters* in March 2015, RWW will distribute books created from articles in the *Atlantis Rising* archives. Each book will be compiled and edited by J. Douglas Kenyon, publisher of the magazine. Like the magazine, *Atlantis Rising* books will feature content that challenges the very foundations of orthodox thinking by showcasing credible research from top authors. There are currently 4 additional titles slated for publication over the next three years. RWW will have exclusive world-wide print and digital distribution rights. *Atlantis Rising* magazine distribution is handled by Curtis Circulation Company.

“Working with Red Wheel is part of our broader efforts to increase awareness of *Atlantis Rising* magazine, and we feel that their reach in the general and specialty book markets will help take the magazine to the next level”, said Doug Kenyon on the partnership with Red Wheel/Weiser.

ABOUT RED WHEEL/WEISER

Red Wheel/Weiser, the well-known metaphysical and self-help publisher, has imprints that include Conari Press, Weiser Books, and Disinformation Books. Conari Press publishes books on topics ranging from spirituality, personal growth, and relationships to women's issues, parenting, and social issues. Weiser Books publishes titles across the entire spectrum of occult, esoteric, speculative, and New Age subjects. Disinformation Books publishes on topics as wide-ranging as conspiracy theory, secret societies, ancient civilizations, and current affairs. Red Wheel/Weiser distributes titles for a variety of publishers including Hampton Roads Publishing, Hierophant Publishing, Quest Books, Nicolas-Hays/Ibis Press, Atlantis Rising, and more.

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