



****F O R I M M E D I A T E R E L E A S E****

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Women’s History Month Sees Two Book Icons Shuck Retirement for Renaissance in Indie Publishing

FIRE & Embers Book Awards Ignite the Book World with March Launch

HOUSTON, TX—After successful careers in the book publishing industry, Rita Mills and Sandy Lawrence are coming out of retirement to launch a new project aimed at promoting independently published books and their authors. Teaming up with Aimee Ravichandran of Abundantly Social and Deena Rae of eBookBuilders, they are introducing the FIRE & Embers Book Awards, a unique literary award program designed to celebrate independently published books.

“The passion for storytelling is alive and well, and we want to encourage and promote the incredible work of authors who have chosen to publish their books independently. We hope to encourage creativity and innovation in the literary world by helping these books sell, which is what everyone wants,” Sandy Lawrence stated flatly.

This exciting global venture encompasses a wide range of genres from fiction to non-fiction, fantasy to romance, and mystery to science fiction. The variety of genres will ensure independent authors from diverse backgrounds and literary interests have an opportunity to shine.

Aimee Ravichandran, a visionary when it comes to books, expressed her excitement about the collaboration, saying, *“At Abundantly Social, we have always believed in the power of storytelling and community. The FIRE & Embers Book Awards align perfectly with our mission to support and connect authors and readers.”*

The FIRE & Embers Book Awards will be a game-changer in the world of literature. The award’s uniqueness lies in its showcasing of the winning books through an unparalleled international marketing campaign. This online internet vote will allow the reading public the opportunity to select the grand prize winner.

Deena Rae emphasized the significance of independently published works, stating, *“We have seen a surge in high-quality indie books, and it’s time to celebrate the authors behind these extraordinary works. The FIRE & Embers Book Awards will play a pivotal role in raising the profile of those authors who venture into independent publishing.”*

Early registration ends May 31, 2024 with the final deadline for entries September 30, 2024. Stay tuned for further announcements and details about the FIRE & Embers Book Awards. Authors, publishers, and book enthusiasts are invited to join this exciting journey as we usher in a new era of literary recognition.

Please visit www.FIREbookawards.com or contact admin@FIREbookawards.com for more information.

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About Rita Mills: Rita Mills is a publishing industry veteran whose career started at *The Houston Post* over 50 years ago. She went into book publishing in the early '90s as the Managing Editor of Arte Publico Press at the University of Houston where she worked with numerous authors and publishers, contributing significantly to the literary landscape.

About Sandy Lawrence: Sandy Lawrence had a highly respected career in marketing and promotions for years at HP. She gravitated to her love of books upon leaving HP where she spent over 20 years helping authors and publishers with her wealth of marketing and promotions expertise.

About Aimee Ravichandran and Abundantly Social: Aimee Ravichandran is the founder of Abundantly Social, a dynamic consulting platform dedicated to helping support authors in connecting with their reading audience.

About Deena Rae and eBookBuilders: Deena Rae is the founder of eBookBuilders, a leading book packaging service provider specializing in publishing solutions from editing to design. Her gift is, shepherding independent authors and publishers through the book industry maze.

About the FIRE Book Awards: The FIRE Book Awards is an upcoming literary award program celebrating independently published books. It will provide a platform for authors to showcase their talent and connect with a global audience.