



bLOO NEWS NEW AUTHOR ANNOUNCEMENT

bLOOturtle PUBLISHING ANNOUNCES SIGNING OF FIRST TIME AUTHOR Journalist Nicole Madigan signs with bLOOturtle Publishing

Sydney 23 May 2017 — the crew at eco-friendly children's book company bLOOturtle are excited to announce the signing of author Nicole Madigan. Nicole joins the bLOOturtle catalogue as the first publication to be released through the trOOblOO eco-publishing program.

Founded on the idea that there are many unique and interesting stories being told to children by their loved ones, bLOO works with story tellers/authors who are passionate, imaginative and have “creatively confirmed” their ideas with the children in their lives.

“The stories adults tell their own children are filled with unique imagination,” says Nicola Ganaye, Creative Officer of bLOO. “It is these stories we are looking for and want to bring to life to share with others. In other words, books that kids want to read.”

Ms Madigan’s signing has already produced two titles, *Ballerina Monkey* and *Darcy and the Dinosaurs*. *Darcy’s* tale of adventure is available now, with *Ballerina Monkey* set for release in the next few weeks. Each title will be initially released in English, with additional printings in French and German to follow.

“Working with bLOO to bring my stories to life has been a fantastic experience,” says Ms Madigan, a widely published journalist and former television reporter.

“They have taken a truly collaborative approach, involving authors in all aspects of production, to bring each unique vision to life,” said Ms. Madigan.

Ms Madigan is the first Australian author to be published by the company, which recently put out a global request for submissions.

“It is exciting that our first signing as an Aussie start-up is from Australia,” says Tracy Weller-McCormack, managing editor for bLOO. “Nicole was one of the first to submit when we put out the request and we were instantly excited when we read her submissions.”

bLOOturtle began its journey in late 2016, with the release of *Ogie Saves Christmas* selling out before Christmas 2016. The company has big goals for the upcoming year with plans to release 10 English titles by the end of 2017.

“We are working our way through other submissions as fast as we can with hopes of more announcements coming soon,” says Ms Weller-McCormack.

For more information on bLOO visit our website, www.bLOOturtle.com or contact us at books@blooturtle.com.

About bLOO

bLOOturtle Publishing is a niche eco-friendly children's book company. In addition to producing our own publishing catalogue, bLOO also assists aspiring authors in “doing it yourself” with our support packages. Our criteria is simple, if there is a fantastic bedtime, nap time or kid time story to be shared, we want to know about it. Visit our website to learn more on our submissions criteria, services and our planet focused publishing programs.