



## bLOO NEWS NEW AUTHOR ANNOUNCEMENT

### bLOOturtle PUBLISHING ANNOUNCES SIGNING OF NEW AUTHOR **Writer and Journalist Sarah Cannata signs global agreement with bLOOturtle Publishing**

**Sydney 19 July 2017** — eco-friendly book company, bLOOturtle Publishing, is excited to announce the signing of author, Sarah Cannata. The soon to be published Willow Willpower becomes the fourth publication to be released through the trOOblOO eco-publishing program.

Ms Cannata is an Amazon.com international best-selling author and is yet another fantastic addition to bLOOturtle's growing list of authors. bLOOturtle Publishing is dedicated to working with storytellers who are passionate, imaginative and encourage children to believe that with willpower and hard work, anything is possible.

"The best children's stories inspire kids to dream and it is these tales that we are looking to bring to life and share with others," said Nicola Ganaye, Creative Officer of bLOOturtle Publishing.

Ms Cannata's signing will see a new character, Willow Willpower, brought to life. Willow dreams of becoming a pilot when she grows up so that she can see the world. The title will initially be released in English, with additional printings in French and German to follow.

"Working with bLOOturtle to bring Willow Willpower to life has been the most exciting and rewarding experience of my life," said Ms Cannata.

"It's incredible to collaborate with other creative people who are adopting a larger than life approach and embrace authors being involved in every aspect of the production process. There is no greater gift than having the opportunity to bring a character and vision to life."

The author's signing sees bLOOturtle Publishing continue to strengthen its place in the Australian and global market as a niche eco-friendly company.

"After putting out a global request for submissions, it's exciting to see many budding Australian authors putting their hands up to join our eco-friendly book company," said Tracy Weller-McCormack, Managing Editor of bLOOturtle Publishing.

"There's nothing more exciting than reading a submission that instantly grabs our attention and cements itself as something a little outside the box."

For more information on bLOO visit our website, [www.bLOOturtle.com](http://www.bLOOturtle.com) or contact us at [books@bloomturtle.com](mailto:books@bloomturtle.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.