

## THE BLOOM BOOKS GARDEN OF AUTHORS CONTINUES TO FLOWER

Sourcebooks' Dynamic New Imprint Celebrates One-Year Anniversary  
With Multi-Author Acquisition and Continued Plans for Growth

(Chicago – April 28, 2022) In spring, flowers come brightly into bloom...and vibrant growth is exactly what is happening right now at the Bloom Books imprint of Sourcebooks. The imprint launched into being one year ago with the announcement of **E L James's** *Freed*, which was an instant #1 bestseller (*The New York Times*, *Wall Street Journal*, *USA Today*, *Publishers Weekly*, Apple Books, and more). After this epic initial success, Bloom signed romance powerhouse authors **Scarlett St. Clair** and **Elle Kennedy**. St. Clair experienced explosive growth, with Sourcebooks shipping almost one million units of her books since September 2021; expansion into foreign markets and increased market saturation in ebooks and audio. The Bloom team worked to expand Kennedy's retail footprint for her "Off-Campus" series with wide print distribution into national chains, independents, and mass merchandisers.

In addition to the recent signing of "The Night and Its Moon" saga author **Piper CJ** (print, digital, audio publishing rights, along with film, library, and international distribution rights), Bloom Books is thrilled to announce five significant additions and expansions to their garden:

- Bloom has scored the World English print distribution rights for **Elle Kennedy's** popular "Briar U" novels, including *The Chase*, *The Risk*, *The Play* and *The Dare*. These will be widely available July 2022. Coming from Elle in April 2023: a brand-new new adult romance, *The Charlie Method!*
- Bloom Books will take readers on an exhilarating ride with print editions of author **Lauren Asher's** "Dreamland Billionaire" series: *The Fine Print* and *Terms and Conditions* in July 2022, and will follow with the third in series shortly after.
- The publishing team is twisted with excitement over their new partnership with bestselling author **Ana Huang**. Print editions of her deliciously dark, fan-favorite *Twisted Love*, *Twisted Games*, *Twisted Hate*, and *Twisted Lies* are coming to market in October 2022!
- In the "books that will wreck you" category, the editorial team is working with **B. Celeste** to update the iconic *Underneath the Sycamore Tree* and seed all editions (print, e, audio) across domestic and foreign markets. B. will release a brand-new book with Bloom in 2023!
- Even in the deep of winter, there are new Bloom authors: **Laura Thalassa's** dark and dangerous "Bargainer" series (*Rhapsodic*, *A Strange Hymn*, *The Emperor of Evening Stars*, *Dark Harmony*) will burst into all markets, in all formats, in January 2023.

Sourcebooks publisher and CEO Dominique Raccah talks frankly about grafting a new course in publishing via Bloom Books' nimble publishing platform, saying, "As a company, we are known for our entrepreneurial, innovative approach to author relationships, retail partnerships, and bringing books to market. Bloom offers a bespoke approach, based on an author's publishing preferences. Our goal is to create for our authors a new kind of publishing engine in which they fully participate and partner."

Acquiring editor Christa Désir says, "Readers are passionate for these authors and their books. Our mission is to publish the stories people want to read. Working closely with these creators, we can't wait to introduce a wider audience to their work."

Bestseller Scarlett St. Clair recently posted on social media, talking about her vision and ambitious publishing goals, saying "I moved forward with the knowledge that the usual wasn't for me. I still face the inevitable 'that isn't really done' and 'that isn't the standard' and I just...ignore it. Find a way to yes. (Bloom) actually believed in me. Bloom took the chance I'd been begging everyone else to give me."

Piper CJ concurs, saying, "Bloom contacting me about partnership was the easiest 'yes' of my life. Not only am I excited to grow as an author, but for the creative and professional mentorship I'd only want to receive in America's largest woman-owned publishing company."

### About Sourcebooks:

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds, and we have been honored with hundreds of national bestsellers and awards. We are a company of enthusiastic booklovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have touched more than 100 million lives. Join us as we change 100 million more. Visit [sourcebooks.com](http://sourcebooks.com) for more information.

Media Contact: Pamela Jaffee | Senior Director of Publicity and Brand Marketing, Bloom Books | [pamela.jaffee@sourcebooks.com](mailto:pamela.jaffee@sourcebooks.com)

MAIN. 1935 Brookdale Road | Suite 139 | Naperville, IL | 60563 | 630.961.3900

NY. 232 Madison Avenue | Suite 805 | New York, NY | 10016 | 212.414.1701

CT. 18 Cherry Street | Suite 1W | Milford, CT | 06460 | 203.873.9803

AZ. 4014 North Goldwater Boulevard | Suite 201 | Scottsdale, AZ | 85251 | 800.421.3976

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