

## FOR IMMEDIATE RELEASE

### Sydney's first ever ebook launch for Anna Maguire's *Crowdfund it!*

*Crowdfund it!* is the first Australian book about the \$1.5 billion crowdfunding phenomenon, and the first title from digital-first publishing start-up Editia.

Crowdfunding enables a collective of individuals to pledge small amounts of money towards a common goal. It is expected to nearly double 2011 takings and raise US\$2.8 billion worldwide this year.<sup>1</sup>

Written by Sydney digital publishing consultant and blogger Anna Maguire, *Crowdfund it!* focuses on twelve of the highest profile crowdfunding platforms, including Kickstarter, Pozible and ArtistShare. It features interviews with successful campaigners like star of British sci-fi comedy Red Dwarf Robert Llewellyn, who raised £21,000 to publish his novel *News From Gardenia* through Unbound.

The book provides international accessibility details for all platforms, and covers creative projects, as well as causes, social entrepreneurship, microfinance and business equity.

A preview edition of *Crowdfund it!* is available from [editia.com](http://editia.com) now. The book will be on sale through small Australian independent ebookstores and major outlets including Amazon, Apple, Kobo and Google next month.

A launch event featuring an expert panel discussion on the latest developments in crowdfunding will be held at Gleebooks on September 23. It will be Sydney's first ever ebook launch (as opposed to a launch for a print title also available in ebook form).

Australian crowdfunding platform Pozible co-founder Alan Crabbe said he is pleased that Pozible will be represented on the panel at the launch.

"Anna shares our vision for crowdfunding and its impact on the world. We are keen to support *Crowdfund it!* and Anna in her launch because it will help educate people in how crowdfunding can be used," he said.

*Crowdfund it!* is complemented by a blog, [www.crowdfundit.com.au](http://www.crowdfundit.com.au), and Twitter profile @crowdfunditnow. Anna Maguire is available for interview.

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<sup>1</sup> Source: Industry research group Massolution



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### Launch details:

**Where:** Gleebooks, 49 Glebe Point Road, Glebe NSW

**When:** 3.30pm for 4pm, September 23, 2012

**Who:** Anna Maguire, author, *Crowdfund it!*; Alan Crabbe, co-founder, Pozible; Tom Dawkins, co-founder, StartSomeGood; Bryan Vadas, co-founder, iPledg; writer and successful Pozible campaigner Kate Toon; Charlotte Harper, founder and publisher, Editia

**What:** Official launch of the book and expert panel discussion on the latest developments in crowdfunding