

# MAY 2020 NEWSLETTER

#BOOKSFORWARDFRIENDS



*Hi, Best Friend* 💖

We hope you're staying safe and healthy during this time, and of course, we hope you've got a great book (or 3, or 5, or 10!) to read as well! National Best Friends Day is coming up June 8 — aka our favorite holiday! — and we want to celebrate with our BFFs!

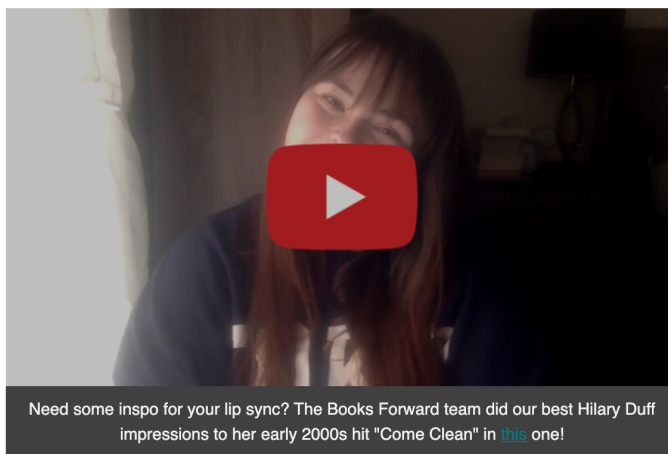
First, we're looking to highlight our crafty and talented friends! Do you make and/or sell any book-related items? Are you currently growing your bookish small business? Let us know — we'd love to partner with you and help promote you!

We're also putting together a fun video project (like the one below) but we need your help! Send in videos of you lip syncing and/or dancing to Queen's "[You're My Best Friend](#)" and be a part of our BFFs video! You can submit short clips, or you can be a real Jukebox Hero and perform the whole thing — whatever your inner theatre kid is guiding you to do!

Email our BFFs coordinator [ellen@booksforward.com](mailto:ellen@booksforward.com) to submit your videos or with interest to partner with your bookish business!

And of course, keep scrolling to see what amazing titles we have to offer this month, as well as some amazing featured friends and industry tips just for you 💖

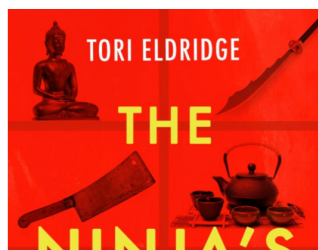
— *The Books Forward Team*



Need some inspo for your lip sync? The Books Forward team did our best Hilary Duff impressions to her early 2000s hit "Come Clean" in [this](#) one!

## MAY HIGHLIGHT

**"The Ninja's Blade" by Tori Eldridge**  
*Thriller*



To celebrate Asian Pacific American Heritage Month, we want to highlight Lefty Award-nominated #ownvoices author Tori Eldridge, who's following up her lauded debut novel with "The Ninja's Blade," (Lily Wong Book 2). Hounded by the trauma from her previous confrontation with a notorious street gang, Lily Wong is now on a desperate search for a kidnapped prostitution



victim, eventually going undercover in the seedy underbelly of Los Angeles' sex trafficking scene. Tori draws from her Chinese-Norwegian background (as well as being a professional Ninja!) to highlight the importance of fusing more diversity and culture into literature. Interested readers will receive e-copies of book one, "The Ninja Daughter," AND book two!

And there's SO much more! If you're interested in the title above, or want to explore all the books we have available, check out the links below and fill out the forms for the books you're interested in. Forms will close MAY 11, so make sure to get your request in by then!

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## FEATURED FRIENDS



@notinjersey



@booksnbeachgal



@crystals\_library



@levicorpvs\_

Thank you to all our BFFs for reading and reviewing! Want to be featured? Make sure to use [#BooksForwardFriends](#) in all your posts so we can find you and share the love! And [submit](#) your review links to be entered in our monthly indie bookstore gift card drawing!

## TIPS FOR OUR FRIENDS

Looking for easy ways to show your support for your local indie bookstores and booksellers? We've got some quick tips for you!

- Buy your books from local, independent bookstores. This one seems like a no-brainer, but we understand sometimes it's easier to hop online and load up your cart on other bookseller sites. So many local stores now have similar options and pricing and are just as easy to purchase from as larger online retailers. Even during these times of social distancing, you can purchase gift cards, ebooks, and even get physical books shipped from many of your local stores.
- Don't have a book you're in the market for at the moment? You can also make a donation to your local store. Check out this [Publisher's Weekly](#) article with a list of stores with current GoFundMe campaigns.
- Like and share their posts as well as tag them whenever you post a book from their

store (also use Instagram's location field to list a store's location).

- Use hashtags like #indiebookstores #saveindiebookstores and #localbookstore as well as hashtagging your store's name to allow others to find similar posts.
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- Want more tips? Check out this [Book Riot](#) article for even more ways you can support your local bookstores and booksellers not only now but for years to come!

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*Have any questions, or just want to geek out with us? Visit [booksforward.com/bffs](https://booksforward.com/bffs) or email our BFFs ambassador, senior publicist Ellen Whitfield, at [ellen@booksforward.com](mailto:ellen@booksforward.com).*



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