



CONCORD
FREE
PRESS

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FOR IMMEDIATE RELEASE:

The Round Mountain Project

**A POWERFUL STORY COLLECTION BY CASTLE FREEMAN, JR. INSPIRES
PUBLISHING INNOVATION—AND HURRICANE IRENE RELIEF**

The twelve short stories in *Round Mountain*—the new collection from acclaimed writer **Castle Freeman, Jr.**—are set in the kind of small, rural Vermont towns most severely affected by Hurricane Irene in late 2011. To aid the ongoing relief efforts in these communities and others, **Freeman, the Concord Free Press, and Kodak** are collaborating on the **Round Mountain Project**—publishing this book in an innovative way aimed at raising funds for Hurricane Irene relief organizations.

Kodak is using its latest digital printing technology to print 3,000 trade paperback copies of *Round Mountain* for the **Concord Free Press**, the world's first generosity-based publisher. The **Concord Free Press** will distribute these books via its network of independent bookstores, as well as via online requests from readers around the world. In exchange for a copy of the book, readers agree to give money to a charity of their choice—including groups focused on aiding the communities affected by Hurricane Irene. And they agree to pass their book along so that others can give.

“I was attracted by the Concord Free Press initially because of their good taste, evident dedication to good writing and book making, and their experimental spirit,” says Freeman, who has lived in southeastern Vermont for forty years. “With the Round Mountain Project, I’m excited and happy to have my stories be part of a novel and imaginative approach to publishing, a business that stands in some need of novelty and imagination these days. That this project supports recovery in my state from last year’s catastrophic flooding during Hurricane Irene makes my participation that much more enthusiastic.”

To date, books published by the Concord Free Press—including works by **Gregory Maguire, Lucius Shepard, Scott Phillips, Wesley Brown**, and others—have inspired more than \$243,000 in donations to charities throughout the world. “We’re excited to be working with Kodak and Castle Freeman, Jr. to apply our generosity-based publishing model to a specific and pressing challenge,” says **Stona Fitch**, novelist and founder of the press. “*Round Mountain* is a fantastic book of stories that we’re proud to publish. And our partnership with Kodak means the book will take advantage of all the latest capabilities enabled by short-run digital printing.”

Each copy of the book will be sequentially numbered using variable data printing, allowing readers to track donations via the Concord Free Press website. A QR code will link readers directly to the site. And the book will feature high-quality digital printing provided by the KODAK PROSPER 1000 Press for the book pages and the KODAK NEXPRESS Digital Production Color Press for the tactile book covers—as well as related finishing and binding capabilities.

“The Round Mountain Project shows the enduring and evolving power of print,” says Chandni Dighe, Worldwide Marketing Manager, Publishing, Digital Printing Solutions, Kodak. “We’re using our digital book printing solutions to create beautiful, high-impact books that connect *reading* and *giving* in new ways not possible with conventional offset printing.”

The Concord Free Press will begin giving away copies of *Round Mountain* on **January 30, 2012**. Kodak will also use *Round Mountain* to showcase its digital printing capabilities, including dimensional color printing, at publishing events throughout the year.

ABOUT THE CONCORD FREE PRESS

Founded in 2008, the [Concord Free Press](http://www.concordfreepress.com) (www.concordfreepress.com) is a non-profit foundation dedicated to pushing the boundaries of publishing. This author-led, all-volunteer effort has attracted thousands of supporters from around the world. Its Advisory Board includes **Megan Abbott, Russell Banks, Gregory Maguire, Stephen McCauley, Joyce Carol Oates, Tom Perrotta, Francine Prose**, and others. *The Washington Post*, *Los Angeles Times*, and industry experts have cited the Concord Free Press as a publishing innovator and visionary. Works from the Concord Free Press have gone on to second, commercial lives as traditional books published by St. Martin’s Press, HarperCollins, and other publishers in the US, UK, Taiwan, Greece, and elsewhere. In 2011, the CFP founded the [Concord ePress](#), which sells ebooks to support the Concord Free Press.

If you would like to interview **Castle Freeman, Jr.** (author of *Round Mountain*), **Stona Fitch** (Concord Free Press), or **Chandni Dighe** (Kodak), please contact **Tanya Farrell** at tanya@wunderkind-pr.com or **646-450-8030**.