



FOR IMMEDIATE RELEASE

Empower Yourself Through the Written Word: Join Us for "Write Your Story, Own Your Narrative" at ALA 2024

Event: Write Your Story, Own Your Narrative: How the Written Word Can Help Women Reduce Anxiety, Set Intentions, and Reclaim Their Identity

Date: Sunday, June 30th

Time: 12:30 PM - 1:20 PM

Location: Chapter One Stage (Booth 2311), ALA Annual Conference & Exhibition

San Francisco, Ca.—In an era where women are often expected to excel in every role imaginable—from professional leaders and partners to parents and peacemakers—maintaining an authentic identity can feel both exhausting and elusive. To address this challenge, the American Library Association (ALA) Annual Conference & Exhibition is proud to present "Write Your Story, Own Your Narrative" on Sunday, June 30th, from 12:30 PM to 1:20 PM at the Chapter One Stage, Booth 2311.

This enriching panel will feature an honest and inspiring conversation on how the power of words can be harnessed to explore and heal our bodies, minds, and spirits. The panel includes renowned women writers and industry leaders:

Angela Engel:

Founder and Publisher of The Collective Book Studio, Angela revolutionizes publishing by prioritizing authors' visions. With a strong background in sales and marketing for publishers like Chronicle Books and Ten Speed Press, she ensures that authors' voices are heard from inception to publication. Angela is based in Oakland, CA.

Lisa Mayer:

Founder of Boss Beauties, Lisa is dedicated to elevating women globally through strategic collaborations with brands like Barbie and NARS Cosmetics. With exclusive representation by William Morris Endeavor, her influence

spans multiple industries. Her advocacy for women's empowerment is evident in her book, "Boss Beauty: Inspiration to Be Everything You Want."

Kaitlin Soulé:

A Licensed Marriage and Family Therapist and anxiety expert, Kaitlin empowers mothers to prioritize their well-being through practical tools for mental health and joyful living. Her book, "A Little Less of a Hot Mess," draws from her personal journey of self-discovery to offer valuable insights.

Andrea Fleck-Nisbet:

CEO of the Independent Book Publishers Association and former VP and publisher at Harper Horizon, Andrea brings extensive experience in content acquisition and publishing. She is passionate about educating publishers to efficiently manage their business while focusing on the joy of creating good books.

Moderated by Andrea Fleck-Nisbet, this session will delve into the panelists' writing processes, provide tips for using storytelling as a therapeutic tool, and offer space for attendees to share their own stories and ideas. An audience Q&A and book signing will follow the discussion.

Angela Engel Publisher & Founder of The Collective Book Studio brought this panel together. "In an era where women are pressured to excel in every role, this panel aims to provide a space for honest conversation about using the written word to explore and heal our identities and to learn how storytelling can serve as a therapeutic tool and empower women to reclaim their true selves."

Praise for Boss Beauty:

"Lisa Mayer's *Boss Beauty*, filled with thought-provoking quotes from some of the brightest women starting things, running things, and otherwise making their mark, is great inspiration for women and girls and anyone who loves them." —Lauren Iannotti, Editor In Chief of *Real Simple Magazine*

"These pages are filled with stories from powerful women in every industry and practical, easy-to-follow advice. The message of her book resonates with me deeply and I cannot wait to share *Boss Beauty* with every woman in my

life.” —Fran Hauser, bestselling author of *Embrace the Work, Love Your Career* and *The Myth of the Nice Girl*

Praise for A Little Less of a Hot Mess:

“This is so good—time to reclaim our identity and power.” —Eve Rodsky, New York Times best selling author of *Fair Play*

“Kaitlin Soulé’s *A Little Less of a Hot Mess: The Modern Mom’s Guide to Growth & Evolution* is a great tool to have in your self-love toolkit as a mom.”
—Julia Dennison - Digital Content Director, Parents

Join us for this empowering event and discover how writing can help you reduce anxiety, set intentions, and reclaim your identity. We look forward to seeing you there!

For more information, please contact:

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