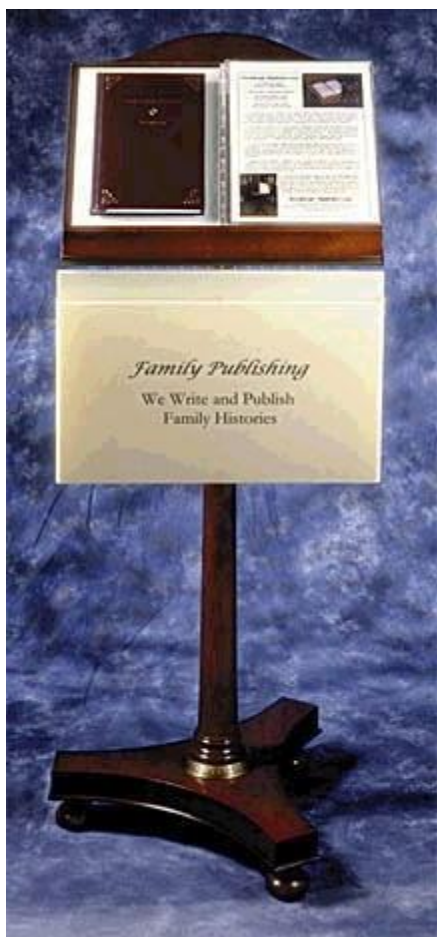




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FOR IMMEDIATE RELEASE:

World's First "Personal Publishers" of Personal Biographies, Family and Corporate Histories Announces New Consumer Contests and New Revolutionary Selling Systems



New York, NY – [The Family Publishers, Inc.](http://TheFamilyPublishers.com), the first and only "personal publishers" who developed the concept for and publish custom-written personal biographies, family and corporate histories [Memories To Last A Lifetime Keepsake Books](#) Founder, CEO Ron Schmidt announced a new Consumer Contest called "[Share Your Memories](#)" in which judges will award a personal publishing project for the best essay blog entry explaining why their story should be told and published.

The entry essays will be limited to 250 words, and the contest will run continuously every month. Up to three awards will be made each month, based on merit as determined by a panel of judges.

Details and entry forms will be available on [The Family Publishers](#) company website and Facebook Fan Page.

In addition, the company introduced a new [Revolutionary Retail Selling System](#). In return for leasing and displaying the free-standing "library-stand" floor podium, which includes a sample book and sales material, participating retailers will receive \$150 for every book publishing project they sell.

These funds will be paid up-front and directly from the consumer, who in return will receive a store-validated \$250 discount off the normal \$1747 retail value of the 3 [Keepsake Books](#) set, lowering the price to \$1497.

From that point forward the customer works directly with [The Family Publishers](#) authorized licensees, meaning the retailer's role is limited to the product display and validation of the discount coupon, for which they receive their \$150 portion of the proceeds.

"The oral histories of our parents' generation are being lost," says Ron Schmidt, Founder and CEO of [The Family Publishers](#). "With baby boomers rounding the corner into retirement, this is an opportunity for families to capture their memories and come together around their stories as they preserve their heritage for future generations.."

In addition to marketing through bookstores, the company will exploit U.S and international internet venues like [Amazon.com](#), [Borders.com](#), [BN.com](#), [Ancestry.com](#), [Google.com](#) for direct downloading of E-books and CD-ROM sales and plans to expand internationally capturing untapped wealthy foreign markets.

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