



Amazon Announces Return of Literary Prize, The Kindle UK Storyteller Award

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Winning author to receive £20,000 cash prize and be recognised at central London award ceremony later this year

After the success of the first award in 2017 with thousands of entries, the Kindle UK Storyteller Award returns for its second year

Luxembourg, 9th April 2018: Amazon UK today announced The Kindle Storyteller Award 2018, a literary prize recognising outstanding work by authors, independent of genre around the country. The prize is open to all authors who publish their book through Kindle Direct Publishing on Amazon.co.uk from 1st May 2018 to 31st August 2018.

Readers will play a significant role in the competition with the award shortlist compiled based on a number of factors that measure customer interest in the titles, followed by an esteemed panel of judges made up of book and publishing industry experts who will select the Kindle Storyteller 2018 winner.

The prize will be announced at a central London ceremony in the Autumn, with the winning author awarded a cash prize of £20,000 and a marketing campaign to support the book on Amazon.co.uk as well as the opportunity to have their book translated for international sales.

Claire Johnson, Head of Kindle Content, Amazon UK said, 'we are delighted to bring back the Kindle Storyteller Award for a second year. Our aim is to encourage aspiring authors and those who have already been published, to start writing and release their first – or next – story. Publishing a book has never been easier'.

Alessio Santarelli, Director of Kindle Content EU, added 'this award encourages people to be creative and pursue their passion. Great books deserve to be celebrated and that's what we want to do with the Kindle Storyteller competition'.

Kindle Direct Publishing (KDP) is a fast, free and easy way for authors to keep control and publish their books in print and digital to a global audience, and receive up to 70% royalties on their work. On any given day, up to 25% of the Top 100 books on the Kindle store are published through KDP.

David Leadbeater, the winner of the 2017 UK Kindle Storyteller Award said, 'Winning the 2017 Storyteller Award has been a dream, and its enabled me to go further in my career than I ever thought possible, taking my readers along with me. When I started publishing independently in 2011, Kindle Direct Publishing changed my life. I can't wait to see what tales and stories authors come up with for this year's competition'.

Claire Allfree, the Metro's Literary Editor added, 'My favourite thing about this prize is the diversity of literary genres and authors, as I witnessed whilst on the judging panel this year. I'm excited to read the shortlist again and to see what brilliant and talented writers from across the country submit again'.

The Kindle Storyteller prize is open to submissions of new English language books from eligible authors and genres, and entries must be submitted using Kindle Direct Publishing. Titles must be previously unpublished, with a minimum of 24 pages in paperback. Readers can access all titles entered into the prize in print or in the Kindle store on any device with the free Kindle app for iPhone, iPad, Android phones and tablets, PC and Mac, and on Kindle e-readers and Fire Tablets.

For the Kindle Storyteller Award, at least five books from all submissions will be selected for the shortlist. The shortlist is ultimately chosen by the readers themselves, as positive reviews are a focal point of the shortlisting process. The judging panel will then select a winner.

The Kindle Storyteller Award 2018 opens for entries on 1st May 2018, and titles must be entered into the KDP Select programme and remain there for the duration of the competition. For further information authors can visit www.amazon.co.uk/storyteller.

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