



CBA and NetGalley Announce New Partnership and Member Benefit Program

FOR IMMEDIATE RELEASE

7 September 2016--CBA, the leading association for providers of Christian products, and NetGalley today announced a joint initiative to give Christian retailers quicker and wider access to digital galleys of forthcoming books from over 20 Christian publishers –including HarperCollins Christian, B&H Publishing, Baker Books, Barbour Publishing, David C Cook, and many more.

By adding their CBA member ID to their NetGalley profile, Christian retailers receive a prominent CBA badge that will allow publishers to identify them as key influencers. Publishers can then approve requests for review copies more quickly, add CBA members to their auto-approved lists for access to all new books, and invite them to review new books first.

“This partnership will help Christian retailers remain competitive by giving individual employees within Christian retail establishments fastest and earliest access to new books,” said Curtis Risky, President, CBA. “Of course many stores receive print galleys, but digital review copies give booksellers an additional format for reading; provide copies for more employees within the store; and give retailers access to a wider array of books. We are pleased to be working with NetGalley to ensure that CBA members are prominently recognized.”

Fran Toolan, NetGalley’s CEO, added, “Often physical galleys are available in limited quantity or for top titles only. This partnership will help individual retailers within CBA stores access more books earlier, improving their recommendations and purchasing decisions for the store. We look forward to helping CBA members sign up for the service and look forward to expanding this partnership in future.”

NetGalley has long had similar programs in partnership with the American Booksellers Association (ABA), American Library Association (ALA) and the Booksellers Association (BA) in the UK, and NetGalley offers an ongoing discount to publishers who are members of the Evangelical Christian Publishers Association (ECPA). Professional readers – reviewers, bloggers, media, librarians, booksellers, and educators – can register for free at www.netgalley.com to request titles, or be invited to view titles directly by publishers. There are over 320,000 NetGalley members worldwide.

About NetGalley (www.netgalley.com)

[NetGalley](http://www.netgalley.com) is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers and hundreds of authors, to help promote and market new books.

Contact: Tarah Theoret, Community Manager, NetGalley: Tarah.theoret@netgalley.com.

XXX