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NetGalley launches the NetGalley Wellness Challenge to 120K members

Newburyport, MA (May 13, 2013)---NetGalley, a service to promote and publicize forthcoming titles to professional readers of influence, has launched the NetGalley Wellness Challenge. The Challenge is specifically aimed to help members of the site improve their individual influence on book recommendations, by modeling best practices in a variety of fun and easy ways.

Over 120,000 NetGalley members are invited to join the Challenge at the official kick-off on Monday, May 13th, by pledging to be "NetGalley healthy." The 9-week program will give members many opportunities to improve their professional reader health through social media, webinars and in-person events at BookExpo America and the adjacent BEA Bloggers conference (which NetGalley is sponsoring). The program ends on July 10th, and participants will be eligible to win prizes.

Participants will be awarded a digital badge that they can post to their website or blog, to demonstrate that they're committed to utilizing NetGalley effectively. The program focuses on improving profile quality, the importance of reviews and feedback, and cleaning up NetGalley "to-be-read" lists. Publishers and key bloggers have already joined the effort to promote the program.

Over 200 publishers worldwide use NetGalley to interact with professional readers. Reviewers, bloggers, media, librarians, booksellers and educators can register for free at NetGalley, and request digital galleys from the catalog, or be invited to view a title by a publisher using the NetGalley widget. Once approved by the publisher, NetGalley members can view secure digital galleys on all major reading devices.

Read more on the NetGalley Wellness Challenge resource page.

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About NetGalley

NetGalley is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success. Title Management Enterprise Software tracks titles from pre-acquisition through post-production, marketing and sales; Eloquence Metadata Services are the fastest, most accurate and cost-effective way to implement ONIX. With Content Services, publishers manage, store, convert, and distribute final eBook content for discovery and sales. Firebrand eBook design and conversion services leverage the talents of industry leader eBook Architects, now a Firebrand company. Ecommerce Solutions provide a suite of cutting-edge industry applications to help publishers reach readers directly, through enhanced website development and a branded reader app for a platform-neutral, integrated reading experience. NetGalley delivers secure, digital galleys to professional readers to help promote and market new books. Find out more at www.netgalley.com.