

FOR IMMEDIATE RELEASE

Media contact: Anna Moschovakis • anna@uglyducklingpresse.org

UGLY DUCKLING PRESSE ANNOUNCES NEW FREE DIGITAL PROOFS PROGRAM

In an effort to increase readership and accessibility, Ugly Duckling Presse has decided to offer PDF “documentation” of most of our full-length books for free download on our site. Though identical to the published books in design and content, the files will be formatted as page-spread proofs, easy to print for reading or classroom use. A head-note on each PDF will explain UDP’s commitment to accessibility through the free dissemination of “publisher’s proofs” and encourage readers to continue to purchase books (physical and electronic) from independent publishers via ethical channels. We expect that the result of this will be more visibility for the work, and that everyone—authors, translators, readers, and UDP—will ultimately benefit.

It is our belief that the technology of the physical book is essentially different from that of the print-ready digital file and that the latter does not replace the former, but each serves an essential need. This initiative is distinct from any e-books we may produce in the future, and it complements UDP’s Online Chapbook Archive, which already makes available 44 out-of-print chapbooks for free on-screen reading, developed with grants from New York State Literary Presenters Technical Assistance Program and The Max and Victoria Dreyfus Foundation.

While the editors and board of UDP have been throwing around this idea for years, it was the enthusiastic stance of one of our authors, Noel Black—who approached us with a proposal to offer his book, *Uselysses*, as a free PDF—that galvanized the discussion. On July 4th, 2013, the same day UDP launches this initiative by posting the first round of free PDFs (including *Uselysses*), Black is launching a PDF-only press called The New Heave Ho which will post downloadable letter-sized PDFs for free. To see a manifesto for The New Heave Ho and a conversation between Noel Black and UDP editor Anna Moschovakis, visit www.thenewheaveho.blogspot.com

UGLY DUCKLING PRESSE

is a nonprofit collective publishing new poetry, translation, experimental prose, performance texts, and books by artists.
For more about UDP, visit www.uglyducklingpresse.org

THE EDITORIAL COLLECTIVE Abraham Adams . Katherine Bogden . G. L. Ford . Ellie Ga . Yelena Gluzman . Garth Graeper .
Ryan Haley . Anna Moschovakis . Nick Rattner . Linda Trimbath . Matvei Yankelevich
BOARD OF DIRECTORS Neil Alger . Amy S. Choi . Edwin Frank . Nicholas Risteen . Jeremy Sigler . Elizabeth Zuba