

BOOKSPARKS
CASE FILES

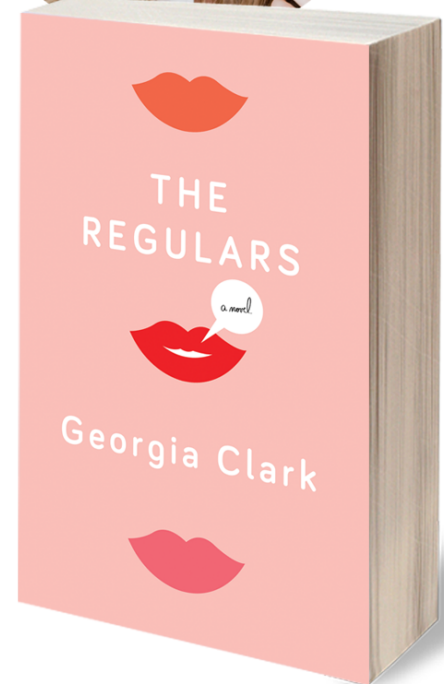
GEORGIA CLARK

THE REGULARS

Who: Georgia Clark, author of *The Regulars*

Fun facts:

- *The Regulars* is Georgia's first adult novel and is being translated into half a dozen languages.
- Georgia has written and produced short films, TV shows, and music videos, including several episodes of the Aussie TV drama "Home & Away."
- In 2014 she cowrote a play called "Pickles and Hargraves, and the Curse of the Tanzanian Glimmerfish," which was selected for a 5-show run at the New York International Fringe Festival.
- Trained at the Upright Citizen's Brigade Theatre and a former UCB house team member, Georgia has been performing improv in New York City for seven years.
- A native Australian, Georgia lives in Brooklyn with her girlfriend and a fridge full of cheese.



What: Georgia hired BookSparks six weeks prior to the publication of *The Regulars* to execute the PR and social media campaign in tandem with her publishing house, Emily Bestner Books/Atria Books. Georgia came to BookSparks with a strong author platform, confirmed coverage in *Cosmopolitan* and *Curve's* print issues, and numerous content pieces.

When: June 2016 – ongoing

As a result of the campaign, *The Regulars* was featured in:

People

InStyle

Us WEEKLY

Harpers
BAZAAR

redbook

BUST

Medium

POPSUGAR.

29

REFINERY29

Ms. Career Girl

BuzzFeed

hypable

WE HEART WRITING

COSMOPOLITAN

BRIT+CO

TimeOut
New York

AUTO
STRADDLE
.com

curve

70
MILLION TOTAL
IMPRESSIONS

Our favorite feminist actresses and authors love *The Regulars*!



Jessica Biel



msleamichele

68.3k likes

msleamichele Cozy at home with some of my favorite things 🍋📖



Lea Michele

“*The Regulars* is a saucy, sexy story that’s one part cautionary tale, one part social commentary, and one part screamingly hilarious comedy. Deceptively simple, it’s one of the most original books I’ve read in years. You’ll eat this one up!”

- Sara Shepard, creator of *Pretty Little Liars*

“*The Regulars* is happily grounded in a world and a generation we recognize, filled with yummy, quippy dialogue and delicious storytelling. Hats off to Georgia Clark, who explores the debates around what, exactly, is female empowerment. A lovely summer read!”

– Maggie Grace, actress and star of the *Taken* films, *Breaking Dawn*, and *Californication*

***The Regulars* has been praised as:**

“Charming” – *People*

“A lively and engrossing parable for women of all generations.”

– *Harper’s Bazaar*

“If you adore stories of 20-somethings navigating the jungle of NYC, *The Regulars* is a compulsively delicious and refreshingly sexy dose of it.”

– *Redbook*

“[A] twisted, modern-day take on Cinderella” – *InStyle*

“This witty, thought-provoking, and hopelessly sexy debut will leave readers with an unexpected new perspective on vanity.” – *PopSquar*

“Superfluous with wit and unapologetic candidness, *The Regulars* explores the dangers and inevitable sacrifices of thirsting for beauty.” – *Brit + Co*

The BookSparks difference:

The Regulars campaign is the perfect example of BookSparks' ability to deliver creative, high impact national and social media campaigns (and on a short 6 week time frame!). *The Regulars* was featured as a summer read by numerous major media outlets as well as in LGBTQ and feminist media.

From Andrea Dunlap to Taylor Jenkins Reid, Georgia Clark is another shining example of the strong partnership between BookSparks and Emily Bestner Books/Atria Books. With this unique collaborative effort, both teams capitalized on the outstanding media coverage to continue building the buzz and excitement for *The Regulars*.

Currently, BookSparks has secured X media hits, Y blog mentions, and placed XX content pieces. There are still many media hits in the works, so keep an eye out for more coverage of *The Regulars* this fall!

Fun fact:

The Regulars was a 2016 Summer Reading Challenge pick with more than 30 blog media mentions!

Connect with Georgia Clark

www.georgiac Clark.com

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www.youtube.com/watch?v=5PgAE2s1acc