



For Immediate Release

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Pixel Hall Press

Reclaiming the Heart & Soul of Publishing

September 15, 2012. Pixel Hall Press is a relatively new, old-fashioned small publishing house whose focus is on discovering literary gems and great stories that might otherwise be overlooked. Our mission is to publish books that energize the imagination and intrigue the mind, and to be a conduit between readers and provocative, stimulating, talented authors.

In this era of digital technology, Wall Street involvement and merger mania, many mainstream publishers seem to have lost sight of core principles and the purpose of publishing. At the other end of the spectrum is the veritable avalanche of self-published books that are notoriously uneven in quality. Small boutique imprints like Pixel Hall Press are reclaiming the heart and soul of publishing by reviving the idea that a publisher's *raison d'être* is to find and nurture great writers, and to provide readers with beautiful, meaningful, truly enjoyable books.

Determined to stay small and relevant, Pixel Hall Press will be moving forward slowly and deliberately, adding only one or two new authors a year. In addition, Pixel Hall Press will publish one or two single-themed short story anthologies annually, written by authors and individuals who are prominent in fields related to the book's theme. A significant portion of the profits from each anthology will be donated to a charity germane to the subject of the book.