



for immediate release

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Released: Great Things Will Happen Today: The Intrepid Media 2008 Collection

Intrepid Media Publishes Its Second Crowd-Sourced Collection

Chapel Hill, NC (Sept. 30, 2009) – “This is not just a book,” says Joe Procopio, founder and President of Intrepid Media, “Don’t get me wrong, as a book, it’s a great book. It’s entertaining, it’s funny, it’s provocative – all the things that make a great read. But it’s also proof that the literary world is ready for something between traditional publishing and do-it-yourself publishing, and that’s where the crowd comes in.”

Intrepid Media’s second annual paperback and eBook release *Great Things Will Happen Today: The Intrepid Media 2008 Collection*, is also its second crowd-sourced compilation of columns from its popular website. The book was created step-by-step by the Intrepid Media community. The content was contributed throughout 2008 by community members, including some of the best published and unpublished writers from around the world. Then, the best content was selected using member feedback, ratings, and an in-site selection process. Finally, the book was edited by volunteers, who are also members of the community.

Even the cover art is a group effort, with the design and artwork contributed by Intrepid Media staffer Russ Carr and the photos and bios, even the cover model, taken directly from the community..

Great Things Will Happen Today marks the first book release under Intrepid Media’s partnership with Lulu.com, in which the Intrepid Media community serves as an incubator and promotional tool for independent writers. The partnership has been a success, and Intrepid Media has seen huge gains in membership and revenue. In time, Intrepid Media plans to be a consolidating force in the secondary publishing market.

However, Procopio cautions, these are still the early stages. “We’re just now figuring out the path to get from idea to print. In time, we’ll provide assistance at every step, from writing to editing to publishing to marketing, in a clear and repeatable manner. With that in place, we’ll be able to do several books in 2010, including, we hope, a few we’re not even aware of yet. There’s room in the crowd, and maybe even a few best-sellers.”

Great Things Will Happen Today is available in paperback and free eBook from Lulu.com, as well as Amazon and other online stores, and samples and discounts can be found at <http://2008.intrepidmedia.com>.

About Intrepid Media

Intrepid Media is a 2nd generation social network and promotional tool for writers and other artists. Founded in 1999, Intrepid Media has grown to over 1000 members around the world, including New York Times bestselling authors, writers represented by major agencies, novelists, journalists, freelancers, technical writers, bloggers, students, and everything in between. Please visit Intrepid Media at www.intrepidmedia.com.