

FOR IMMEDIATE RELEASE

Contact: Heather Mascarello  
Phone: 630-734-4012  
Email: [hmascarello@ivpress.com](mailto:hmascarello@ivpress.com)

### **InterVarsity Press Launches New Blogs**

Westmont, IL April 16, 2007—InterVarsity Press launched three new blogs on its website that are intended to give readers an inside look at the publishing process as well as the discussions that take place as books are developed and sold. Combined, these discussion boards give an unprecedented glimpse into the thoughts and practices of a successful editorial department in the Christian book industry.

Behind the Books ([www.ivpress.com/blogs/behindthebooks](http://www.ivpress.com/blogs/behindthebooks)) will deal with publications in the IVP Books line, and will include the thoughts and comments of editors Al Hsu, Cindy Bunch and Dave Zimmerman, as well as others in the editorial department, as they consider issues, trends and news related to the general publishing program.

The contributors have over forty years of combined publishing experience. Experienced blogger Hsu ([thesuburbanchristian.blogspot.com](http://thesuburbanchristian.blogspot.com)) comments, “I’m looking forward to the interaction that IVP’s new blogs will foster, whether among people who are loyal IVP readers or those who may stumble across us for the first time.”

Zimmerman, a veteran blogger ([www.loud-time.com](http://www.loud-time.com)), reflects, “These blogs give us a chance . . . to take a step back from our own busyness to think about why we’re editing for a living. It’s also a nice opportunity to interact more directly with the people who are reading the books we’ve watched being written.”

Andy Unedited ([www.ivpress.com/blogs/andyunedited](http://www.ivpress.com/blogs/andyunedited)) will be written by IVP’s editorial director for twenty-two years, Andrew T. Le Peau, and will include his thoughts on the publishing industry in general. According to Le Peau, the reason for the creation of the blogs is threefold: “We want to give readers and authors and folks in the industry a behind-the-scenes look at IVP, help create stickiness for our website, and increase customer loyalty and interest in our books. I also look forward to hearing what others have to say as we discuss our interests in publishing, books and the world of ideas.”

Addenda & Errata ([www.ivpress.com/blogs/addenda-errata](http://www.ivpress.com/blogs/addenda-errata)) will focus on the IVP Academic line, and will include contributions by academic and reference editors Dan Reid, Joel Scandrett, Jim Hoover and Gary Deddo. In explaining the function of this blog, Reid states, “Academically speaking, blogs are the faculty lounge or student commons—informal venues for exchanging ideas, catching up and even engaging in the occasional friendly debate. Editors inhabit this chattering world as comfortably as penguins on an iceberg—and while we may not be as cute, we can talk with style.” With over sixty years of combined academic publishing experience, there should be a great deal to talk about.

Founded in 1947 as an extension of InterVarsity Christian Fellowship/USA, InterVarsity Press serves those in the university, the church and the world by publishing thoughtful Christian books that equip and encourage people to follow Jesus as Savior and Lord in all of life.

-END-