San Francisco, CA [April 2, 2013] – Today Chronicle Books announced that it will publish Paul Laudiero, a first-time author and the grand-prize winner of The Great Tumblr Book Search. Additionally Chronicle and Tumblr are pleased to announce that the contest will be an annual partnership.

The Great Tumblr Book Search kicked off in January and Chronicle received 175 entries in just 45 days. For the past month, editors at both Chronicle and Tumblr read through the proposals. And it was Laudiero’s book idea that caught their eye.

Laudiero submitted a proposal for his popular Tumblr, Sh*t Rough Drafts. He is a 22-year-old from Virginia, a Creative Writing major at George Mason University, and a writer and comedian who performs regularly at Washington Improv Theater in D.C. Last summer Laudiero interned at the Upright Citizens Brigade in New York.

Sh*t Rough Drafts imagines early drafts of famous literary works and screenplays, including the Bible, Harry Potter, and Braveheart. Laudiero started his Tumblr in February and it immediately gained a following, thanks to coverage on Huffington Post Books. The book will combine new entries with the best of the blog entries and is slated for publication in Spring 2014.

The Great Tumblr Book Search yielded three runners-up: Twitter the Comic by Mike Rosenthal; The Awkward Phase by Tyler Gillespie and Claire Meyer; and Activitorium by The Tangential edited by Becky Lang and designed by Caroline Royce. Additionally Chronicle honored a short list of other finalists on their announcement post on Tumblr, including the creators of Young Monsters, Bad Ass Civil War Beards, Bunny Ears Over the Years, Mister Book, and I Work at a Public Library.

Chronicle has published several books from Tumbrls, most recently Dads Are the Original Hipsters and F*ck! I’m in My Twenties. Seeing the value of Tumblr as a place to discover new authors, Chronicle proposed the contest idea to the social network.

“We’re so proud of the brilliant creators on Tumblr and value this opportunity to celebrate them,” said Rachel Fershleiser, Director of Literary Outreach at Tumblr. “Over 60 Tumblr blogs have become books to date, and we’re excited to take this next step—starting with a top-notch publisher and scouring the community for the best book ideas.”

“We had no idea how the Tumblr contest was going to work out, but we were floored about the quality of the proposals,” said Sarah Malarkey, Executive Editorial Director at Chronicle. “The contest connected us with these odd-ball proposals that we just loved—the best slush pile ever! We can’t wait to do it again next year.”

The Second Annual Great Tumblr Book Search will begin in January 2014.

About Chronicle Books
One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes illustrated titles in design, art, architecture, photography, food, lifestyle and pop culture, as well as much-admired books for children and ancillary products through its gift division. Chronicle Books’ objective is to create and distribute exceptional publishing that’s instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com
About Tumblr
Founded by David Karp in New York City in 2007, Tumblr is a social blogging platform that allows individuals to post and share anything effortlessly, including text, photos, quotes, links, audio and video. A top 10 US network, Tumblr now hosts over 100 million blogs, 44 billion posts, and 170 million unique visitors, according to Quantcast, fulfilling its mission as the premier publishing and distribution platform for creative individuals.