



Hello,

*Turning the Tide*, the charity anthology to benefit Ukraine, was released on May 31st 2022. I'm reaching out to see if you can help us spread the word, especially during the week of publication. We'd really appreciate it if you could take a moment to share on social media or send it to your newsletter subscribers.

Below is everything you should need in order to share. Let me know if you need anything else or have any questions.

We really appreciate you helping spread the word about the anthology.

Thanks for supporting the people and animals of Ukraine!

### **Giveaway**

The contributing authors are doing a huge giveaway. Prizes include \$150 Amazon gift cards, signed paperback, free ebooks, and some swag. It's free to enter, and you can get additional entries by sharing on social media. You can enter and read more about it here:

<https://sweepwidget.com/view/57709-5zgfs0q9>

### **Sample email template**

*Turning the Tide* is a charity anthology with 100% of the proceeds being donated to charities doing relief work in Ukraine.

The anthology features thriller, mystery, sci-fi, and fantasy stories from 40 authors, including *New York Times* and *USA Today* bestsellers.

Grab a copy today and help the people and animals of Ukraine!

<https://weststreetpublishing.com/anthology/>

Here are the individual retailer links. Right now the print is only available on B&N, but it should be on the others in the next day or two.

### **Retailer links**

Amazon: <https://www.amazon.com/gp/product/B09Y15HYXT>

Apple: <https://books.apple.com/us/book/id1619622106>

Kobo: <https://www.kobo.com/us/en/ebook/turning-the-tide-41>

B&N: <https://www.barnesandnoble.com/w/turning-the-tide-anthony-m-strong/1141357354>

***TURNING THE TIDE***



### **Social media posts**

If you'd like, here are some social media posts that you can share:

BookTok/TikTok video: <https://vm.tiktok.com/ZMLGNR6ao/>

Instagram: [https://www.instagram.com/p/Cd8ioTLOhcK/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/Cd8ioTLOhcK/?utm_source=ig_web_copy_link)

Pinterest: <https://www.pinterest.com/pin/1110700326823803632>

Twitter: <https://twitter.com/AnthonyMStrong/status/1529223092916322304>

### **Images**

Here are some [images of the book](#) (ZIP FILE) you can use if you'd like. If you'd like anything specific please let me know and I'll do my best to get you what you need.

THANK YOU!

**Ryan Mahan**

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*TURNING THE TIDE*