



**FOR IMMEDIATE RELEASE:**

**Independent Publishers Caucus announces Indie Press Month contest winner**

NEW YORK, New York (April 14, 2025) — [The Independent Publisher's Caucus \(IPC\)](#) has announced the winner and finalists for the second-annual Indie Press Month display contest. The winner, [Page1 Books in Albuquerque, New Mexico](#), was awarded a first-place cash prize of \$400 for their in-store table display featuring hand-made signage, bookmarks, and their creative use of social media to educate and inform readers about indie presses.

IPC reached out to Page1 Books, who expressed the importance of championing indie presses to their store: “We love supporting small presses because they represent a myriad of voices,” said the shop in a collective statement. “Featuring indie and local authors allows us to present an eclectic trove of titles to our customers and community. Nothing is quite as satisfying as introducing readers, young and old, to books they might not otherwise have found.”

IPC also wants to acknowledge three finalists, [Aaron’s Books](#) in Lititz, PA, for their elaborate three-tiered display including shelf-talkers and a surplus of indie press titles; [Magic City Books](#), in Tulsa, OK, for their hand-made window signage; and [Bookshop Santa Cruz](#), in Santa Cruz, CA, for their large-scale use of IPC’s marketing assets.

The three finalists will each receive \$50 in co-op funding, and five other stores will receive co-op marketing for their timely use of social media to promote Indie Press Month to their audiences. Those stores include: [Honest Dog Books](#) in Bayfield, WI; [Prologue Bookshop](#) in Columbus, OH; [Seminary Co-Op](#) in Chicago, IL; [Tomorrow Bookstore](#) in Indianapolis, IN; and [Black Rock Books](#) in Buffalo, NY.

We were overwhelmed by the response and creativity of our friends and colleagues in the indie bookstore community throughout the country. We want to thank all the stores who signed up, and the many more stores that participated beyond the formal scope of the contest.

The IPC proudly awards these sellers through their [Indie-to-Indie program](#), a partnership co-facilitated by [The Independent Bookseller](#) and sponsored by [Bookshop.org](#) and [Shelf Awareness](#). As always, please support local independent bookstores and visit the mentioned shops in your area. For more information about the winning bookstores and co-op recipients, please visit their respective websites, and to learn more about Indie Press Month visit [www.indiepubs.org/indie-press-month](http://www.indiepubs.org/indie-press-month) or IPC’s social media @indiepubs.



**Contact:**

Daniel O'Brien

Executive Director

Independent Publishers Caucus

[director@indiepubs.org](mailto:director@indiepubs.org)

[www.indiepubs.org](http://www.indiepubs.org)

**About the Independent Publishers Caucus:**

The Independent Publishers Caucus (IPC) was founded to foster a sense of community among those dedicated companies helping to keep the written word alive. Now more than ever, independent media is crucial to ensuring free and open discourse in the public square. For the independent publishing world to thrive, it's vital to work together. IPC aims to facilitate the sharing of information about best practices and strategies for success; leverage the collective strength of independent publishers with booksellers, librarians, the media, and the wider literary world; and to demystify and disseminate information about the realities that come with running an independent publishing company in the current economic climate and media landscape. The Independent Publishers Caucus is supported by its member publishers, and by the generous support of our industry supporters: Ingram Content Group/Ingram Publisher Services, the Independent Publishers Group, Foreword Reviews, Publishers Weekly, Bookshop.org, Open Road Integrated Media, and the American Booksellers Association. To read more about the Independent Publishers Caucus, visit [www.indiepubs.org](http://www.indiepubs.org)