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FOR RELEASE ON NATIONAL AUTHOR'S DAY
November 1, 2017

LAUNCHING INTERNATIONAL AUDIOBOOKS DOWNLOAD DAY™

Audiobook Downloads and Charity Fundraising All-in-One

A special day for audiobook authors and their listeners

Orlando, FL, November 1, 2017 – The inaugural 'International Audiobooks Download Day™' is 12.5.2017

"A marvelous idea to both encourage download sales and help charity."

Steve Berry – New York Times and #1 Internationally Bestselling Author

International Audiobooks Download Day™ (IADD) was created by audiobook author Jonty Olivier and will be celebrated on Tuesday December 5th. From then onwards, it will be observed on the first Tuesday of December every year.

Selected authors and their audiobooks are promoted to a worldwide audience. Audiobooks are purchased and downloaded in mass numbers in a 24-hour period on International Audiobooks Download Day™, with proceeds from each sale raising significant funds for each author's chosen charity/charities.

IADD was created to be an online community of authors and other industry professionals electing to use the audiobook medium and specifically, using one day each year to promote awareness of their works and raise funds for charities.

This year's inaugural selected audiobook is 'The Nine Lives and Times of Mr. Hyde' by Jonty Olivier (jontyolivier.com). The story features a magic cat who ensures those who do bad deeds always get their comeuppance.

Charities to benefit are Dreamflight (dreamflightusa.net) and The Finley Project (thefinleyproject.org)

This audiobook, produced by Pro-Audio Voices, CA, is intended to be sold exclusively through audible and iTunes. In addition to raising funds for charities and promoting his audiobook, Jonty is attempting to set a remarkable new world record (Guinness official sanctioning pending) by achieving 1 million downloads within 24 hours worldwide!

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If you would like more information about this topic, please contact Jonty Olivier at Eagle Eye Consultancy US. Inc or email at email@jontyolivier.com.