

NEWS RELEASE  
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## TWITTER-SOURCED CHARITY “#QUAKEBOOK” NOW AVAILABLE IN PRINT EDITIONS WORLDWIDE



**Tokyo, Japan** — The Amazon-bestselling ebook *2:46: Aftershocks: Stories from the Japan Earthquake*, which has raised tens of thousands of dollars for Japan’s earthquake and tsunami victims and is known on Twitter as “#quakebook”, is now available in an English-language paperback edition and a bilingual print edition.

The English and Japanese bilingual version, available in Japanese bookstores and via Amazon.co.jp, is priced at ¥1,400 and includes a new foreword by Japanese scientist Kenichiro Mogi. Tokyo publisher Goken Co., Ltd. is donating all profits to the Japanese Red Cross Society.

The English-language paperback edition, available via Amazon.com, is priced at \$11.99 and publisher Amazon is donating to the Red Cross the entire purchase price of the first 3,600 copies sold, after which it will donate all profits, deducting only print costs. The book will also be available soon via Amazon.de and Amazon.co.uk.

The ebook edition of *2:46: Aftershocks: Stories from the Japan Earthquake* has raised over US\$30,000 to date, and to coincide with the release of the print editions, is now free through Amazon.com, with downloaders encouraged to donate to the Red Cross earthquake and tsunami victims fund.

“We were absolutely thrilled to see the book become an Amazon bestselling digital download, but a bilingual print edition opens the door to millions more potential readers,” says the editor and creator of #quakebook, a Briton who lives in the Tokyo area and blogs under the pseudonym ‘Our Man in Abiko’. “We’re trying to do the same thing by making the ebook a free download: reach more readers and spread more awareness of the continuing effects of the earthquake and tsunami.”

Several days after the earthquake and tsunami, Our Man put out a call on his blog and via Twitter for art, essays and photographs that reflected first-person accounts of the disaster to be edited into

a book with all the revenues going to the Japanese Red Cross Society. Within 15 hours, he had received 74 eyewitness submissions from all over Japan, as well as reactions from elsewhere in Asia, Europe and North America. In just over a week, the book had been edited, designed and laid out by a team of contributors from all over the world, most of whom had never met in person.

In addition to narratives by journalists and people who braved the disaster, *2:46: Aftershocks: Stories from the Japan Earthquake* contains writing created specifically for the book by authors William Gibson and Barry Eisler as well as artist and musician Yoko Ono.

“Goken is proud to be a part of the #quakebook project and involved in the publication of the book *2:46: Aftershocks: Stories from the Japan Earthquake*, says Tamio Okumura, editor-in-chief of Goken. “When I read the Kindle e-book edition I was overwhelmed. I hope that by publishing a print edition, we will allow the book’s message to reach even more readers in Japan and around the world.”

For more information about *2:46: Aftershocks: Stories from the Japan Earthquake*, please visit the website <<http://www.quakebook.org/>>, Facebook page <<http://www.facebook.com/Quakebook>> and Twitter account <<http://www.twitter.com/quakebook>>.

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