



## Press Release

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### **HARVEST HOUSE MOVES TO GENESIS MARKETING GROUP**

**Eugene, Oregon—January 6, 2014**—In a move driven by long-term sales strategies at the corporate and field levels, Harvest House Publishers is announcing that it has just begun a new partnership with Genesis Marketing Group for sales representation services to the independent Christian retail market. The change to Genesis was complete as of November 1, 2013, but begins in earnest as of January, 2014.

Genesis Marketing Group, based in Greenville, SC, has been in the industry for over 30 years and has a stellar reputation. Quick to recognize that they serve as the face and voice of their vendors to their customers, each member of their sales, marketing, and administrative staff takes that responsibility very seriously. That commitment led to sales to more than 1,000 independent book and gift stores across the country in 2012. Genesis currently represents other vendors such as Howard Books, Gospel Light and Gregg Gift Company, among others.

“We are thrilled to be working with David George and his team at Genesis. It has been a joy to get to know their staff and we are looking forward to a long and successful partnership” said Shane White, Senior Sales Manager, CBA Division.

“I could say many positive things about the Harvest House team” says David George, President of Genesis. “Outstanding authors, cutting edge covers and titles, world class distribution, and a commitment to the independent channel are a few characteristics that spring to mind. However, two qualities in particular made a huge impression on me during our initial conversations. The first was their commitment to publishing Christ-honoring and biblically accurate titles. The second was their emphasis on relationships both within the company itself and when conducting business. These two specific traits make for an ideal partnership.”

Adds Bob Hawkins, Jr., President of Harvest House, “We have just begun our new relationship with Genesis Marketing Group, and we couldn’t be more pleased with their genuine enthusiasm for our books, their early sales performance on our behalf, and their passionate commitment to excellence in all their sales endeavors. We very much look forward to an exciting 2014 and beyond with the entire Genesis team!

#### **About the Publisher:**

Harvest House is among the top ten Christian publishing companies, publishing more than 180 books each year and carrying a strong backlist offering more than 1,200 titles. Over 100 million

Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in over 75 different languages.

*Print quality images to accompany this press release are available in digital format. Available images are: Harvest House logo. Genesis Marketing Group logo.*

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