

**FOR IMMEDIATE RELEASE**

**July 31, 2011**

**EBOOK PUBLISHER DAY STREET PRESS ANNOUNCES AVAILABILITY OF FIRST TITLE:  
*GENE POOL: UNNATURAL SELECTION*, A SCIENCE FICTION NOVEL**

*Founded To Support Rapid Shift in Book Publishing Paradigm,  
Day Street Press Is An Outgrowth of 1,500-Strong Bay Area Writers Group*

**San Francisco, July 31, 2012** – Day Street Press, an [ebook publisher](#) launched by the founder of a 1,500-strong writer’s group based in San Francisco, announced today the publication of its first title: [Gene Pool: Unnatural Selection](#), a science fiction novel by futurist and author R. A. Finlayson. *Gene Pool: Unnatural Selection* is now available on [Amazon.com](#), [B&N.com](#) and the [iBook](#) store for the Kindle, Nook, iPad and iPhone.

“The book publishing paradigm has rapidly evolved over the past few years with the explosive growth of e-readers, but services to support independent authors have lagged behind,” explained Rennie Saunders, founder of Shut Up & Write! and president of Day Street Press. “We want to help fill that gap by helping writers who are committed to their craft publish successfully. We are very excited to bring our first title to market, and especially gratified that it is from one of the founding members of Shut Up & Write!”

“*Gene Pool: Unnatural Selection* would never exist and would never have made it to market without the support of Rennie and fellow members of Shut Up & Write!,” said R. A. Finlayson, *Gene Pool* author. “Obviously it’s an exciting day for me, but the publication of *Gene Pool: Unnatural Selection* marks the next evolution in book publishing where authors take control of their own destiny. As an author, I’m convinced Day Street Press is the future of book publishing.”

**About Gene Pool: Unnatural Selection**

Set 50 years in the future, *Gene Pool: Unnatural Selection* is the first of a four-part series and explores a world in which biologic engineers enable human beings to control their own evolution. For more information about the book, visit the [website](#) or [Facebook](#) or [Twitter](#) pages. *Gene Pool: Unnatural Selection* is available for Kindle, Nook and iPad/iPhone for \$7.99 in the U.S. A free sample chapter is available on the [website](#). ISBN Number: 9780985958268.

### **About the Author**

[R. A. Finlayson](#) is a futurist and marketer who has spent the last 10 years helping startups and major brands launch a range of new products, from TiVo to Xbox, working alongside some of the most innovative minds of our age. He brings to his work a passion for technology and a keen eye for the products and services that are changing the fabric of our society. Formerly a journalist who covered the U.S. Congress for several daily newspapers, *Gene Pool: Unnatural Selection* is his first novel.

### **About Day Street Press and Shut Up & Write!**

Founded in San Francisco, Shut Up & Write! is a group of more than 1,500 writers who meet regularly in cafes across the city to write and exchange ideas. Currently Shut Up & Write! has chapters across the Bay Area and in New York City. Day Street Press is an ebook publisher founded to help writers publish their work. Day Street Press is launching later this year a web-based service portal to provide a wide range of support services to writers, from ebook formatting support to editing, marketing and social media services. For information about Shut Up & Write! or to join the group click [here](#).

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*For Day Street Press*