



Media Release

Pishukin Press receives \$20K Export Market Development Grant

[Melbourne, Victoria, November 28—] Pishukin Press is delighted to announce the successful receipt of funding for a Export Market Development Grant by the Australian Trade and Investment Commission of \$20K over two years. The EMDG grant is for promotional activities undertaken for marketing an eligible product in a foreign country; and/or getting training for developing the skills of the Grantee in marketing eligible products in foreign countries.

Pishukin Press is an independent press established by author Amra Pajalic, who is drawing on her experience as an award-winning author, an editor and educator, to publish underrepresented authors in fiction and nonfiction. Inspired by teaching reluctant readers as an English teacher, Amra believes that 'If you struggle to read, then you haven't found the right book format.' Pishukin Press is dedicated to accessibility and titles are published in ebooks, paperbacks, hardbacks, large print, dyslexic font and audiobooks narrated by artificial intelligence and performance narrators.

Amra Pajalic is currently working on a six-book series, *Sassy Saints Series*, following the lives of six sassy teens coming of age in St Albans, as they navigate their sexual and cultural identity, and search for belonging. The first award-winning book, *Sabiha's Dilemma*, was traditionally published and has been re-released in all formats, with the second *Alma's Loyalty* also released, the audiobook in production and slated for release in February 2022.

Amra Pajalic said 'This grant will support my small press in promoting my own voices young adult books that combine my experience of being an Australian teenager with migrant parents and touch on themes of prejudice, identity, culture, migration and belonging.'

Pajalic has also released *The Cuckoo's Song* showcasing her gritty, poignant and sometimes bruising voice in this eclectic short story book of previously published and prize-winning stories. Pajalic is also the author of romance novels under the pen name Mae Archer with two novels released, *Return to Me* and *Hollywood Dreams*, the first in the three-book series titled *Dreams of Destiny*.

Pajalic has big plans in 2023 with the release of a crime mystery series, an illustrated middle grade imprint titled Pishukin Petites aimed at the reluctant reader and in publishing other underrepresented authors and promoting Australian writers internationally.

For more information contact Pishukin Press Publisher Amra Pajalic on 0405 748 225 or admin@pishukinpress.com