



## Anna Todd Presents Inaugural Frayed Pages x Wattpad Books Award

*Imprint to partner with annual Watty Awards to grant publishing and mentorship prize to one winner.*

**LOS ANGELES, CA-** July 22, 2022 - Anna Todd, bestselling author, producer, entrepreneur and co-founder of the publishing imprint, Frayed Pages x Wattpad Books, today announced The Frayed Pages x Wattpad Books Award as a new category in Wattpad’s annual Watty Awards competition.

The winner of the inaugural Frayed Pages x Wattpad Books Watty Award will receive a book deal for their submission to be published by Frayed Pages x Wattpad Books in 2023. In addition, they will receive a once-in-a-lifetime opportunity to work alongside Todd throughout the editorial, marketing, and publicity phases of their publication. This opportunity will include one-on-one meetings and mentorship with Todd herself, as well as co-promotion via social media and live events.

A first of its kind, the Frayed Pages x Wattpad Books Award seeks book length works of fiction from unique voices—stories that explore the wonderfully complex, sometimes messy, and joyously diverse relationships that make loving our best form of living. Submissions of fiction that meet this criteria may be 50,000–80,000 words in length, and can range across age, experience and genre.

Finalists for the Frayed Pages x Wattpad Books Award will have a one-to-one virtual meet-and-greet with Anna Todd, prior to selection of a winner.

“In starting the imprint, my goal was to support a new generation of writers and elevate their work,” said Todd. “I’m excited that this will include authors who have started their career on the Wattpad platform and am eager to read the submissions and meet these dynamic creators!”

The Watty Awards, one of the world’s largest writing competitions, is marking its 13th anniversary this year. Writers can submit their stories until 11: 59pm EST on August 19, 2022. The winner will be announced during a LIVE event November 19 with Todd presenting the award.

**For more information:**

[www.wattpad.com/wattys](http://www.wattpad.com/wattys) and [www.frayedpagesmedia.com](http://www.frayedpagesmedia.com).

**For press inquiries please contact:**

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**About Frayed Pages x Wattpad Books:** Launched in Spring 2022, Frayed Pages x Wattpad Books is a co-branded publishing imprint between Anna Todd’s Frayed Pages Media and Wattpad Books. Devoted to finding and publishing new and original voices, and to exploring through fiction the wonderfully complex stories of love, friendship and family that define and enrich our lives, the imprint will publish books by established and emerging writers of commercial fiction, including Todd’s works. No formula. No gatekeeping. This is Frayed Pages x Wattpad Books.

**About Anna Todd:** Anna Todd (writer/producer/influencer) is the *New York Times* best-selling author of the *After* series, which has been released in thirty-five languages and has sold more than twelve million copies worldwide—becoming a #1 best seller in several countries. Always an avid reader, Todd began writing stories on her phone through Wattpad, with *After* becoming the platform’s most-read series with over two billion reads. She has served as a producer and screenwriter on the film adaptations of *After* and *After We Collided*, and in 2017, she founded the entertainment company Frayed Pages Media to produce innovative and creative work across film, television, and publishing. A native of Ohio, Anna Todd lives with her family in Los Angeles. She is represented worldwide by Flavia Viotti, Principal of the Bookcase Literary Agency in Los Angeles and Principal Advisor for Frayed Pages, Inc.

**About Wattpad:**

Wattpad’s vision is to entertain and connect the world through stories. A leading social storytelling platform and home to a community of more than 94 million people who spend over 23 billion minutes a month engaged in original stories, Wattpad has democratized storytelling for a new generation of diverse Gen Z writers and their fans. Alongside Wattpad WEBTOON Studios, the company’s TV, film, and publishing counterparts, Wattpad combines art and science to unearth incredible stories and cultivate the fandoms driving the future of entertainment. The company is proudly based in Toronto, Canada.