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**FOR IMMEDIATE RELEASE**

***BALLS Named a Shelf Awareness Best Book of the Year***

December 9, 2016 (Austin, TX): *BALLS: It Takes Some to Get Some* by Chris Edwards was named a 2016 Best Book of the Year by Shelf Awareness in the non-fiction category. *Shelf Awareness for Readers* is a newsletter that helps readers discover the 25 best books of the week, as chosen by booksellers, librarians and other industry experts. *Shelf Awareness for Readers* reaches over 410,000 digital readers.

Chris Edwards made his advertising debut in 1993 as a copywriter at Arnold, a high profile ad agency in Boston. It was there he used the principles of branding and marketing along with his ever-present sense of humor to orchestrate what was quite possibly the most widely accepted and embraced gender transition of its kind—at a time when the word *transgender* didn't exist. After building an award-winning career spanning nearly twenty years, Chris left his Arnold post as EVP, Group Creative Director to write his memoir, *BALLS*. Since then, he's become a sought-after speaker, inspiring and empowering audiences with his personal story of courage and message that we actually have the power to control how others define us.

For the official listing, please visit: <http://www.shelf-awareness.com/readers-issue.html?issue=565>

**About Greenleaf Book Group:**

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by Inc. magazine, it has represented more than 1,000 titles, including over 35 that have hit The New York Times, The Wall Street Journal or USA Today Best Seller lists. You can learn more about Greenleaf at [www.greenleafbookgroup.com](http://www.greenleafbookgroup.com).

**For more information or to schedule an interview with CEO Tanya Hall, contact Emilie Lyons at [elyons@greenleafbookgroup.com](mailto:elyons@greenleafbookgroup.com) or 512-891-6100.**