

# Jackie Garner, Wildlife Artist

## PRESS RELEASE

12 May 2014

**Wildlife artist, author and illustrator Jackie Garner announces success of *The Wildlife Artist's Handbook* and launch into US markets**

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**Stroud, UK – 12 May 2014** Wildlife artist Jackie Garner today announced the publication of her book *The Wildlife Artist's Handbook* in US markets. The launch follows strong sales in the UK where the book has surpassed the first year's sales targets in just four months.

The book is suitable for budding artists but in particular also includes guidance for artists contemplating a professional art career.

Jackie commented "These days, artists need to understand how to market their work to a global audience via social media and the internet rather than depending entirely on local markets. Most art technique books stop once they've shown how to draw and paint, but I'm including content for the more advanced artist, such as exhibiting your work, using social media to reach a wider audience, and building an art career. I'm thrilled with the reaction to the book so far."

*The Wildlife Artist's Handbook* is published by Crowood Press, independent publishers of specialist books. Julie Sankey, Sales Office Manager said "Our books are written by established experts in their fields, and are intended for hobbyists, enthusiasts and professionals. *The Wildlife Artist's Handbook* shows how even a centuries-old activity like painting evolves over the years. The success of Jackie's book demonstrates the demand for traditional drawing skills coupled with modern distribution techniques."

*The Wildlife Artist's Handbook* was published in the UK in December 2013 in the US on 1 May 2014.

## NOTE TO EDITORS

### About Jackie Garner:

Jackie Garner is a professional wildlife artist based in Stroud, Gloucestershire. Her most recent work highlights her increasing fascination with the repeating shapes and colours that link wildlife with habitat. Jackie's work is held in collections as far afield as Norway, South Africa, Trinidad and Australia, and has been shown on BBC television. Jackie has spent several years developing social media and online PR as additional sales channels, while continuing to work with galleries locally and nationally.

Further information and photographs are available to download at <http://www.jackiegarner.co.uk/press-room.htm>

### About Crowood Press:



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