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Peachtree to Celebrate at ALA Annual!

Washington, D.C.—An independent publisher of children’s books is celebrating its 45th year.



From June 24-27, Peachtree Publishing Company will invite the library community to their ALA Annual booth to celebrate 45 years as one of the South’s most original and innovative book publishers. It will be a time of commemoration for the company’s storied history and a toast to the future—which includes two new imprints: Peachtree Teen and Margaret Quinlin Books.

Originally founded by Helen Elliott in 1977 as a publisher of Southern writers, Peachtree evolved to become one of the first trade publishing houses in the South to achieve national recognition and distribution. It currently publishes over 70 new titles per year and has a backlist of over 600 titles.

In 1990, just two years after joining the company, Margaret Quinlin purchased controlling interest in Peachtree from the Elliott family to become President and Publisher. Under Quinlin’s leadership, Peachtree shifted its focus away from adult and regional titles and began publishing award-winning children’s and young adult books tapping into one of the fastest growing segments of the publishing industry. In the ensuing decades, Peachtree’s children’s books have received numerous awards and honors, including a multitude of starred reviews, a Caldecott Honor, two Geisel Honors, and three Christopher Awards.

“Forty-five years ago, Helen Elliott started a wonderful tradition of small book publishing in the heart of Atlanta, and we have been honored to carry on that tradition,” Quinlin says. “We are proud to publish well-crafted books that educate, entertain, encourage, and endure, and equally proud to represent the South as publishers making a positive difference in our society.”

“Peachtree has long been known as a company rooted in relationships and grown with care,” shares Vice President and Associate Publisher Kathy Landwehr. “We care deeply about the bonds we create not only with our family of creators, but with the librarians, educators, booksellers, and parents who read and recommend our books.”

With an eye towards the future, Peachtree began working on new relationships. In 2018, the company was acquired by Trustbridge Global Media, a division of Trustbridge Partners. As Trustbridge own several other children’s publishing houses, the move planted Peachtree in a strong network of houses that has



only grown over time. In 2021, Peachtree began working more closely with sister companies Holiday House Publishing and Pixel+Ink, maintaining its own editorial voice, but benefiting from expanded staff and shared resources.

“With the closer collaboration between Holiday House, Peachtree, and Pixel+Ink—including shared sales and distribution through Penguin Random House Publishers Services—Peachtree is uniquely positioned to bring exciting and important books to young readers,” says Derek Stordahl, Executive Vice President and General Manager of the trio of children’s publishers.

As Peachtree celebrates its 45th anniversary, the company continues to look to the future, Landwehr notes, as it prepares to officially launch two new imprints. Its first imprint, Peachtree Teen, is starting with three titles in Summer 2022 and has already received eight starred reviews, two Indies Introduce, and three Indie Next selections.

In addition, Peachtree is launching Margaret Quinlin Books, which will focus on picture books and illustrated books for older readers. The imprint will launch with *Wombat Said Come In* by Carmen Agra Deedy, illustrated by Brian Lies, in Fall 2022.

“I am profoundly grateful for the opportunity to establish an imprint at Peachtree and refocus my attention on the art of creating books,” says Quinlin. “To be able to continue creating books for young readers is a gift.”

As the publishing industry continues to evolve, Peachtree is poised to stay innovative, original, and relevant, characteristics that have marked its first 45 successful years in the publishing world.

“We can’t wait to see what happens next!” says Landwehr.

About Peachtree Publishing Company Inc.

Peachtree Publishing Company Inc. is a trade book publisher based in Atlanta, Georgia, specializing in children’s books, including board books, picture books, and middle grade and young adult fiction and nonfiction. We create books that educate, entertain, encourage, and endure. The company, begun in 1977 by music publisher Helen Elliott, originally emphasized works exclusively by Southern writers, particularly in the areas of adult fiction and humor. One of a handful of regional houses established throughout the U.S. in the late seventies, Peachtree was the first trade publishing house in the South to achieve national recognition and distribution with several books on the *New York Times* Best-Sellers list. In November 2018, the company was acquired by Trustbridge Global Media, a division of Trustbridge Partners. In 2022, the company launched two imprints: Peachtree Teen and Margaret Quinlin Books.

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