

PRESS RELEASE

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### **Celeste Ng Named 2022–2023 Inaugural Indie Bookstore Ambassador**



The American Booksellers Association (ABA) is thrilled to announce **Celeste Ng** as our inaugural ambassador for 2022–2023. This announcement coincides with the celebration of the upcoming 10th anniversary of both [Indies First](#) and [Independent Bookstore Day](#). ABA is launching the **Indie Bookstore Ambassador program** to highlight independent bookstores year round. The Indie Bookstore Ambassador serves as a champion for independent bookstores, specifically leading up to the two biggest bookstore events: Indies First and Independent Bookstore Day.

Celeste Ng is the author of three novels, [Everything I Never Told You](#), [Little Fires Everywhere](#), and [Our Missing Hearts](#), currently #1 on the Indie Bestseller List. Celeste grew up in Pittsburgh, Pennsylvania, and Shaker Heights, Ohio. She graduated from Harvard University and earned an MFA from the University of Michigan (now the Helen Zell Writers' Program at the University of Michigan). Her fiction and essays have appeared in the *New York Times*, *The Guardian*, and many other publications, and she is a recipient of the Pushcart Prize, a fellowship from the National Endowment for the Arts, and a Guggenheim Fellowship, among other honors.

This honor continues Ng's long relationship with independent bookstores, including her previous role as Independent Bookstore Day Ambassador in 2018. Her words — *Instead of Silence*, *She Chose Fire* — are inspiring and serve as a reminder of the energy of independent booksellers. Ng's words are perfect for indie bookstores.

In a [video to readers, authors, and booksellers](#), Ng calls for the book community to join her in support of independent bookstores. Ng says in the video: "I love independent bookstores because to me they are centers of community. They are places where I get to meet new people

and encounter new ideas in the pages. I always walk out with some idea or some fresh perspective that I hadn't found before."

The first major independent bookstore event coming up for Ng as the Ambassador is Indies First. On Small Business Saturday (November 26) — a day dedicated to supporting the local businesses that help create jobs, boost the economy, and preserve neighborhoods — independent bookstores will host authors as honorary booksellers to celebrate Indies First, where they will help handsell their favorite titles, sign books, give readings, and more.

Indies First was created in 2013; other authors and celebrities who have spearheaded the campaign include Roxane Gay, Jason Reynolds, Dan Rather, Kate DiCamillo, Neil Gaiman and Amanda Palmer, Cheryl Strayed, and Lena Dunham. Fans can follow Indies First through IndieBound on [Facebook](#) and [Twitter](#), as well as the hashtag #IndiesFirst, and search for their local bookstores on [IndieBound.org](#).

Inquiries about Indies First can be directed to [indiesfirst@bookweb.org](mailto:indiesfirst@bookweb.org).

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#### **About the American Booksellers Association ([www.BookWeb.org](http://www.BookWeb.org))**

For almost 125 years, the American Booksellers Association (ABA) has been the guiding voice for independently-owned bookstores. Founded in 1900, ABA is a national not-for-profit trade organization that supports the success of independent bookstores. This success is assisted through education, information dissemination, business services, programming, technology, and advocacy. ABA's membership has evolved over the years, and our members are more diverse, involved in community, and act as guiding forces in locales around the country. The total number of independent bookstores we represent is 2,500+.

ABA is governed by a volunteer board that is elected by the membership. In addition to the Board of Directors service, members also serve on a number of advisory councils, including the ABA Diversity, Equity & Inclusion Committee (DEIC) in support of ABA's commitment to antiracism, representation, equity, and access.