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Announcing: New “soft touch velvet” covers to be used on our softcover Big Books

July 14, 2023

Dear A.A. Friends,

We are delighted to announce that a new “soft touch velvet” cover treatment is now being used on our softcover Big Books.

This cover treatment makes use of the one of the most commonly used cover finishes available—that will eliminate the need for the special order of high-cost materials, which also have come to be accompanied by long lead times resulting in backorders.

Often used on classic editions, the “soft touch velvet” finish is well known among readers everywhere for its high-quality look and feel—and its durability.

Copies of our softcovers with this new cover treatment will be in circulation, beginning this month in these editions:

- **English Large Print Big Book – (Item B-16)**
- **English Pocket Big Book – (Item B-35)**
- **Spanish Large Print Big Book – (Item SB-16)**

Continued on the next page

Down the line, copies of these Big Book softcovers with this new cover treatment will be in circulation in future months, as our current inventories of the previous editions are depleted, reprints are needed, and the new editions come off press:

- **English Portable Softcover Big Book – (Item B-30)**
- **English Large Print, Abridged edition -- (Item B-24)**
- **Spanish Portable Big Book – (Item SB-30)**
- **Spanish Large Print Big Book, Abridged edition – (Item SB-24)**
- **Spanish Pocket Big Book – (Item SB-35)**
- **French Portable Softcover Big Book – (Item FB-30)**
- **French Large Print Big Book – (Item FB-16)**
- **French Pocket Big Book – (Item FB-35)**

With this latest innovation, we will be able to fulfill our great responsibility for the uninterrupted distribution of A.A.'s most beloved, life-saving books.

As always, we encourage ordering the Big Book and all of our items of literature from local distribution sources—groups, districts, areas, Intergroups and Central Offices—as they play a vital role in local Twelfth Step activities.

To order items all formats of the Big Book as well as other items of literature from the A.A.W.S. webstore, [click here](#).

For questions, comments and sharing on this topic, please email us at publishingnews@aa.org.

With all best A.A. wishes,



David R.,
A.A.W.S. Publishing Director



Malini Singh
Director of Operations