

**Atlantic Canada Launch Export Program Mission  
to Ottawa and Toronto November 2025**



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada

**DELEGATE CORPORATE PROFILE**

<b>Company information</b>	<b>Company name: Pownal Street Press</b>
<b>Contact information</b>	<b>Name Genevieve Loughlin, Publisher</b>
	<b>Phone: 902-316-0171</b>
	<b>Mobile:</b>
	<b>E-mail address: <a href="mailto:gen@pownalstreetpress.com">gen@pownalstreetpress.com</a></b>
	<b>Address: 33 Prince Charles Drive, Charlottetown, C1A 3C1</b>
<b>Website</b>	<a href="http://www.pownalstreetpress.com">www.pownalstreetpress.com</a>
<b>Delegates Attending</b>	<b>Genevieve Loughlin, Publisher, Pownal Street Press</b>
<b>Company Logo (insert or attach)</b>	
<b>Company Description</b>	Pownal Street Press offers a custom publishing model that builds on the editorial environment of traditional publishing, and allows authors the freedom to publish in a structured, yet supported atmosphere.
	We are a publishing house that is accessible and versatile, we offer custom packages for authors who are prepared to invest, as well as a traditional publishing stream.
	Founded in 2022 by Genevieve Loughlin and Mo Duffy, we publish authentic, brave nonfiction that captures the human experience, from resilience and grief to presence and change, for both adults and kids.
<b>Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).</b>	Pownal Street Press is a publisher of nonfiction and children's books, with both hybrid and traditional programs. We share new and beloved stories, and champion diverse cultures. PSP guides authors through the publishing process from your manuscript's editorial to its layout and design, all the way to printing coordination and trade distribution. The PSP team works with author's artistic vision and goals, helping to build a timeline and a project plan that works for you and helps bring your book to life.

	At PSP, our values come first and we fight for the stories that need to be told. We exist to give rise to brave stories, and to be a light for community and connection.
<b>Exporting</b>	
<b>Sales Pitch:</b>	Pownal Street Press is a women-owned boutique publisher that offers a bespoke approach for authors of nonfiction and children's books a supported, values-driven path to publication—combining editorial rigor, creative freedom, and full-service production with national distribution—so your brave, meaningful stories can be discovered, amplified, and empowered in the world. Their offerings to sellers – nonfiction with a social purpose that captures the human experience, from resilience and grief to presence and change, for both adults and kids.
<b>Businesses of Diversity</b>	Women
<b>Sectors or Industries</b>	Looking to grow our hybrid client business.

#### Needs Assessment:

<b>Currently Exporting</b>	
<b>Tell us a bit more about your expectations, interests, and goals for the mission</b>	Expand our hybrid list of books and increase our sales. Meet with major book retailers (Toronto – Indigo will be managed by Genevieve)
<b>Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):</b>	Company Profile Logos/photos/etc. Product or Service Information Sheets Website  -a case study of our social purpose <a href="#">link</a> -a deck of our social purpose, company story <a href="#">link</a> -a list of our hybrid services <a href="#">link</a> , price ranges tailored to the needs of clients
<b>Social Media and IT information</b>	<a href="https://www.facebook.com/pownalstreetpress">https://www.facebook.com/pownalstreetpress</a> <a href="https://www.instagram.com/pownalstreetpress/">https://www.instagram.com/pownalstreetpress/</a> <a href="https://www.linkedin.com/company/pownal-street-press/">https://www.linkedin.com/company/pownal-street-press/</a>
<b>List your most important end-users or end-user industries.</b>	Nonfiction Authors – Writers of memoirs, essays, poetry, self-help, business, lifestyle, mind-body-spirit, health & wellness. Children's Book Authors / Illustrators – Creators of children's picture books. Readers – Individuals and families seeking authentic nonfiction or picture books. Self-Publishing Authors (Hybrid Model) – Authors wanting autonomy, flexibility, and support.

	<p>Traditional Publishing Authors – Authors seeking fully traditional publishing contracts and services.</p> <p>Independent &amp; Trade Bookstores – Retailers distributing PSP's titles in physical stores.</p> <p>Libraries – Public and educational institutions acquiring books for lending.</p> <p>Online Retailers / Print-on-Demand – Digital and online platforms distributing PSP books.</p> <p>Corporate / Bulk Buyers – Organizations ordering volumes for institutional or promotional use.</p>
<b>Job title(s) of person in the prospect organization you typically meet with.</b>	<p>Authors-People who have written or are writing a book</p> <p>-Book buyers for bookstores</p>
<b>How is your product typically distributed and marketed (and in other countries if applicable)?</b>	<p>Distributed in Canada through Raincoast Books, and in the US by Orca Book.</p>
<b>Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?</b>	<p>Ideal Business Connection</p> <p>We are looking to connect with authors, thought leaders, and professionals who have the resources to invest in publishing their work and who value the personalized, high-quality experience of working with a boutique publisher. Our ideal partners are clients who want to collaborate closely throughout the publishing process—benefiting from our expertise in editorial, design, production, and distribution—while maintaining creative input and ownership of their story.</p>
<b>Seeking representation in-market?</b>	<p>No</p>
<b>Export markets within Canada</b>	<p>All provinces</p>
<b>Are you currently doing business in the USA? Where, how, with whom.</b>	<p>Yes</p>
<b>Particular businesses of interest are:</b>	<ul style="list-style-type: none"> <li>• Entrepreneurs, executives, and professionals in Toronto and Ottawa who are seeking to publish memoirs, thought leadership, or professional works.</li> <li>• Consultants, coaches, and speakers looking to amplify their expertise through book publishing.</li> <li>• Wellness and lifestyle leaders (e.g., yoga, fitness, mental health, and holistic practitioners) interested in publishing within the mind-body-spirit space.</li> </ul>

	<ul style="list-style-type: none"> <li>• Cultural and creative professionals (artists, educators, storytellers) who want to collaborate on nonfiction or children's books.</li> <li>• Family foundations and philanthropists interested in legacy publishing or funding meaningful projects.</li> <li>• Business leaders and innovators exploring boutique publishing as a way to expand brand, influence, or impact.</li> <li>• Canada council book funds</li> <li>• Ottawa or Toronto writers festival</li> <li>• Romance Specialty Bookstores</li> <li>• Women in business associations</li> <li>• Canadian parents for French</li> <li>• TinLids in Toronto (wholesaler for schools)</li> <li>• Media book reviewers/departments (local CBC, City TV, Toronto Star, CDTV, CP24, etc.)</li> <li>• OLA (Ontario library Association)</li> <li>• TD Love of Reading</li> <li>• QC Library Association in Gatineau</li> <li>• French Book Publishers in Gatineau</li> </ul>
<b>Embassies/Consulates/Trade Offices of interest are:</b>	<ul style="list-style-type: none"> <li>• Italy for Bologna children book fair</li> <li>• UK for London book fair</li> <li>• USA</li> <li>• Germany for Frankfurt Book Fair</li> </ul>
<b>Particular that we DO NOT want to meet at are:</b>	<p>Mass-market or vanity publishers.  Printers or service providers seeking vendor relationships rather than publishing partnerships.  Retail book buyers or wholesalers (our focus is on client acquisition, not sales channels).  Businesses outside of the cultural, creative, professional, or wellness sectors.  Organizations looking for low-cost or volume-driven publishing solutions rather than boutique, high-quality services.</p> <p>Current clients or connections:</p> <ul style="list-style-type: none"> <li>• Indigo</li> </ul>
<b>Business Organization Membership</b>	<p>Yes - The Independent Book Publishers Association (IBPA) – North America's leading association for independent and hybrid publishers.  The Association of Writers &amp; Writing Programs (AWP) – supporting authors and publishers through advocacy and education.  The Canadian Independent Booksellers Association (CIBA) – connecting us to independent booksellers across Canada.  The Atlantic Publishers Marketing Association (APMA) – promoting publishers and literary culture throughout Atlantic Canada.</p>

	<p>The Canadian Children's Book Centre (CCBC) – championing excellence in Canadian children's literature.</p> <p>The Charlottetown Chamber of Commerce – reflecting our commitment to local business and community leadership in PEI.</p>
<b>Intake Meeting Notes</b>	<ul style="list-style-type: none"> <li>• Potential for offering a session on hybrid publishing: bringing your book to life, a 30-minute workshop on how to publish a book and how the publishing world works</li> <li>• Launching Romance Imprint soon with Canadian locations and experiences.</li> <li>• List of desired bookstores</li> <li>• Toronto: Tinlids - Maria Martella contact Ella Minnow Kids Books Hopeless Romantic Books</li> <li>• Media: as above</li> <li>• Ottawa: Museum of Civilization Book Buyer Octopus Books - Lisa Greaves Singing Pebble Books Spaniel's Tale Books</li> </ul> <p>*See also marketing assets, digital or handouts above for links to</p> <ul style="list-style-type: none"> <li>-a case study of our social purpose</li> <li>-a deck of our social purpose, company story</li> <li>-a list of our hybrid service</li> </ul>