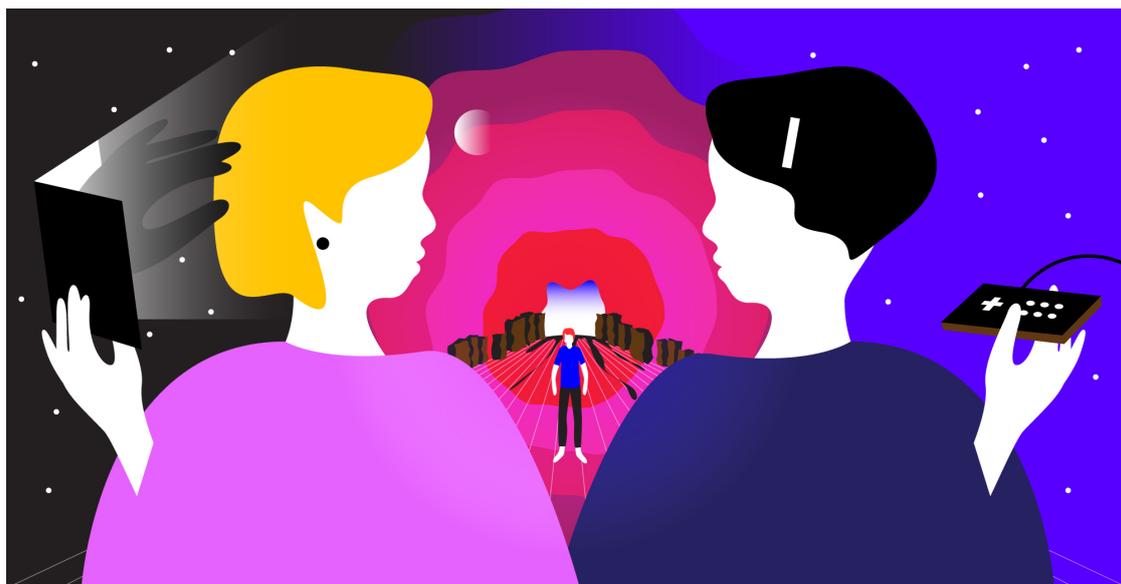


WeTransfer partners with innovative publishing company McSweeney's

Ten-chapter story by Alice Sola Kim and Shelly Oria will be unveiled over the next five days

Now available on www.wetransfer.com/mcsweeneys



Los Angeles, November 28, 2016 - WeTransfer, the world's leading file-transfer service, is proud to present a unique partnership with the innovative San Francisco based publishing company McSweeney's. At the intersection of creativity, literature, and technology, this collaboration will take the WeTransfer user onto a unique reading journey. Writers Alice Sola Kim and Shelly Oria have created a ten-chapter narrative, with each successive chapter written in response to the one that came before it. Readers will witness an experiment in dual authorship and serialized storytelling, with the writers challenging each other (without having ever met) and passing ideas and details back and forth. The project was commissioned by McSweeney's for WeTransfer.

“When we started talking to WeTransfer about bringing fiction to their platform, we didn't want to commission a traditional short story,” says Jordan Bass, Executive Editor at McSweeney's. “With over 70% of WeTransfer’s users being creative professionals, we knew we could take this project as an opportunity to be ambitious, and challenge two of the most inventive and inspired writers we know to come up with something absorbing and unpredictable. We had no idea how it would all unfold, but we were blown away by what Alice and Shelly came back with. WeTransfer gave them total freedom all the way through, and the result is a strange and wonderful and deeply rewarding thing.”

Camille Lindbom, VP of Business Development WeTransfer, added: “The result of this commission is a fantastic story that shows the extensive power of creative collaboration. The writers created a universe in which readers can immerse themselves, while still appreciating how two writers managed to play off of each other’s creativity. The work and precision behind each chapter are impressive.”

WeTransfer will be delivering two chapters a day, starting Monday, November 28th, until Friday, December 2nd. Readers can follow the story and download the chapters [here](#). Read more about the creative process in an interview with the writers on [ThisWorks](#), WeTransfer's editorial platform.

About Shelly Oria

Shelly Oria's was born in Los Angeles and grew up in Israel. Her book of short stories, *New York 1, Tel Aviv* (2014) earned nominations for a Lambda Literary Award and the Edmund White Award for Debut Fiction among other honors. It was recently translated into Hebrew and published in Israel by Keter Books. Shelly's fiction has appeared in *The Paris Review* and *McSweeney's* among many other places and has won a number of awards, including the *Indiana Review Fiction Prize*. A recipient of grants and fellowships from MacDowell, LMCC, and the Sozopol Seminars in Bulgaria, she co-directs the Writers' Forum at Pratt and has a private practice as a life & creativity coach. Oria resides in Brooklyn, New York. www.shellyoria.com

About Alice Sola Kim

Alice Sola Kim is the winner of the 2016 Whiting Award. Her writing has appeared or is forthcoming in places such as Tin House, Lenny Letter, The Village Voice, McSweeney's, BuzzFeed Books, and The Year's Best Science Fiction and Fantasy. She has received grants and scholarships from the MacDowell Colony, Bread Loaf Writers' Conference, and the Elizabeth George Foundation. Ailce Sola Kim resides in New York City. www.alicesolakim.com

About WeTransfer

WeTransfer is the simplest way to send your files around the world. 40 million active users send more than one billion files every month on the platform. WeTransfer promotes some of the world's leading brands through full screen advertising and supports the creative community by showcasing their work. Since its founding 2009, WeTransfer has collaborated with some of the world's most creative minds to produce innovative and challenging content for their users.

About McSweeney's

McSweeney's is an independent publishing company based in San Francisco, founded by world renowned author Dave Eggers. Projects include a journal of new fiction (McSweeney's), a magazine of essays and interviews (the Believer), an ever-growing selection of books under various imprints, and a daily humor website.

ABOUT WETRANSFER

[WeTransfer](#) is a leading file sharing service, providing a uniquely creative space for people to share files. Launched in 2009 by Bas Beerens and Nalden, WeTransfer was borne out of a simple need to provide a solution for people to send large files easily. The service now has 85 million users and prides itself on its simplicity. The founders' desire of producing "something their parents could use" has led the WeTransfer team to a service without the complications of logins, signup forms, data capture and banner advertising.

WeTransfer is completely free when sending files of up to 2GB in size, or users can sign up to WeTransfer Plus to make 20GB transfers to multiple recipients alongside receiving 100GB of storage space and the ability to personalise and secure an account.

Instead of plastering the site with intrusive banner ads, the team has created a backdrop of curated wallpapers

provided by a wide community of artists, illustrators, brands, filmmakers, photographers and events. The result is an enriched user experience to a backdrop of beautiful images. WeTransfer puts the love back into advertising with the top brands of the world.

Start using WeTransfer at: www.wetransfer.com

