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## **Booky Call Makes Matching With Your Next Juicy Read a Swipe Away**

## *Reading app matches readers with books by using the proven psychology and functionality of dating apps*

**WINTER PARK, Fla. –** [Booky Call](https://www.bookycall.com/), a free book discovery platform, launches today in app stores, for serious and more casual readers alike. Coupling the best of dating and book recommendation apps, Booky Call will transform the way readers find their next great read. It’s the perfect pairing avid readers have been seeking.

“Boo,” the app’s matchmaker, showcases innovative book reviews in the form of a “dating

profile” and provides potential book matches based on the likes, dislikes, and preferences the reader sets in their profile. As with dating apps, you can swipe to the right or left on each book, depending on your level of interest. Whether you want something short, sweet, and casual, or perhaps something a little more intense, Booky Call has it.

Once the reader and the book match, they’ll be given options to hook up (or should we say book up?) with the read – whether by audiobook through Libro.fm, a digital copy, or a physical copy through [bookshop.org](http://bookshop.org/), which supports local, independent bookstores.

“We created Booky Call because we saw a real need for this among readers, whether they pick up a book once a year or go through a few a week,” said Brant Menswar, CEO of Booky Call. “Every reader looks for something different from their book selections, much like they would in a romantic partner.”

According to a recent national survey, 62% of women would rather spend a Friday night with a new book than on a date. But most people look to book recommendations before selecting their next read, and existing services just aren’t cutting it. Among those who frequently use Goodreads, the best known site for book recommendations and reviews, 93% say they’d be very or somewhat likely to use another app. Booky Call is here to answer their call.

Booky Call eliminates the noise that plagues other book apps and sites with things like review bombing, irritating ads, and reviews from bots. As the reader swipes within the app, Booky Call curates a personal lineup of book recommendations, much like a modern-day dating roster – but without the messy baggage. And not unlike meeting new partners online, Booky Call will send “U up?” texts a few nights a week to spotlight new reads matched to your profile. And to spice it up, Boo will also be hosting an accompanying podcast several times a week to pique your interest on the go.

“Booky Call provides readers an objective view of what a book has to offer in a unique and fun format. We all know that book reviews from strangers and friends often lead to disappointment – like being set up on a blind date. But Booky Call is a sure thing,” said Menswar.

With over 1,000 books in the app’s library, Booky Call has something to offer every reader – from the classics and bestsellers to books that will leave them breathless. A video of the app in use is available [here](https://drive.google.com/file/d/1aTsDx_ApcSdhFflYGFKOvYNCPk2PRUQ2/view?usp=sharing). The free app is available on [Apple](https://apps.apple.com/us/app/booky-call/id1585746170) and Android now.

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**ABOUT BOOKY CALL**

*Booky Call is a next-generation bookstore that uses a revolutionary recommendation engine to find your next great read. By creating unique book "dating profiles," we employ the same psychology as the most popular dating apps. Our proprietary algorithm delivers individualized book recommendations from a curated library based solely on user preferences.* [*bookycall.com*](https://www.bookycall.com/)