

Contact

Ginnye Cubel

Executive Director

Florida Writers Association

gcubel@floridawriters.org

floridawriters.org

FOR IMMEDIATE RELEASE

Florida Writers Association Appoints First Executive Director in Landmark Move to Sustain and Empower Florida's Writing Community

Orlando, FL – June 12, 2025— In a historic step forward, Florida Writers Association (FWA) has appointed an Executive Director, marking the organization's first staff position in nearly 25 years of dedicated service to writers. Until now, FWA has operated entirely through volunteer power. This strategic appointment signals a significant investment by the Board of Directors in the long-term sustainability of the organization, the enhancement of membership services, and the deepening of community among Florida's vibrant literary voices.

The newly appointed Executive Director, Ginnye Cubel, will serve as the organization's lead administrator, guiding strategic initiatives, expanding partnerships, and elevating support for writers of all genres and stages of their creative journeys. Cubel, a writer and certified digital marketing professional, brings over a decade of business experience to the role.

"FWA has always been a home for writers, a place where creativity is nurtured and community flourishes," said Mary Ann de Stefano, President of the Board of Directors. "By appointing Ginnye Cubel as our first Executive Director, we are laying the groundwork for a stronger, more sustainable organization. This step preserves our core values while opening the door to fresh ideas, bold innovation, and deeper connection. It ensures our mission not only endures, but evolves—meeting the needs of today's writers and those to come."

This pivotal move comes at a time when writers face unprecedented challenges—from the rise of artificial intelligence to market oversaturation, funding cuts to arts organizations, increased censorship, and the changing dynamics of earning a living as a writer. In this uncertain landscape, the decision by FWA to professionalize leadership represents not only an internal milestone but a rallying call to support and protect the creative spirit.

"I am honored to step into this role and support the incredible network of writers and other industry professionals who make up FWA," said Cubel. "We are living through a defining moment in the literary world, and FWA is uniquely positioned to be both a home and a



resource for creative voices. Together, we will create spaces where writers feel seen, supported, and empowered.”

Founded in 2001, Florida Writers Association is a 501(c)(6) nonprofit organization with a mission to support, educate, and connect writers throughout Florida and beyond. With a legacy of grassroots leadership and an ever-growing presence, FWA has served as a pillar of inspiration, craft, and community for nearly a quarter century.

This new chapter ushers in a renewed dedication to innovation, inclusion, and the ongoing celebration of the written word.

To learn more about Florida Writers Association, its programs, or how to become a member, visit floridawriters.org.

About Florida Writers Association

Florida Writers Association is a 501(c)(6) nonprofit organization, serving aspiring and established writers and other industry professionals. Since its founding in 2001, FWA has fostered a community where writers can improve their craft, connect with other writers, and grow professionally. With a growing membership in Florida and beyond, the organization offers networking, writing contests, writers groups, youth initiatives, and the prestigious annual Florida WritersCon. Their vision is to be a premier resource for writers at every stage of their journey. Learn more at floridawriters.org.