

WORLD BOOK NIGHT
Reading, Recommending, Giving
20,000 passionate readers to give away 1,000,000 books

Press Release
Under Embargo
Saturday 16th October

World Book Night, a major industry-wide initiative to promote reading, is announced today.

The inaugural **World Book Night** will take place on Saturday March 5 2011, two days after World Book Day. With the full support of the Publishers Association, the Booksellers Association, Independent Publishers Guild, The Reading Agency with libraries, World Book Day, the BBC and RTE, **1,000,000 books** will be given away by “*an army of passionate readers*” to members of the public across the UK and Ireland. **World Book Night** represents the most ambitious and far-reaching celebration of adult books and reading ever attempted in the UK and Ireland, and will be supported by a dynamic campaign and the collaborative efforts of all the leading industry bodies.

World Book Night is a unique bringing together of industry and media partners, writers and individual members of the public, all of whom are being chosen to participate in this groundbreaking promotion because of a personal love of books and reading. The organization and running of **World Book Night** is supported by two committees of enthusiasts from the world of books and an eminent panel of Patrons.* (see appendix for full details).

Jamie Byng, Chairman, World Book Night says:

“The support and enthusiasm for **World Book Night** from all quarters has been extraordinary. I think it is going to have a hugely positive impact on books and readers in this country and I love the fact that at its core is a generous act of giving on a very large scale.”

Margaret Atwood, Patron, World Book Night, says: “**World Book Night** is truly an astonishing vision! It mirrors the way books really do move in the world — from one passionate reader to another. But this one night will be white water rafting, with books!”

The book give-away will comprise of 40,000 copies of 25 carefully selected books. These titles will be given away by 20,000 'givers' each of whom will distribute 50 copies of one of the selected titles to whomever they choose on **World Book Night**. The countdown to **World Book Night** commences today with a letter to the industry and trade inviting title nominations. The nomination process is 'open' and everyone in the industry is encouraged to offer their list of favourites for consideration. The 25 titles should be books that you have read and enjoyed so much that you particularly love talking about them and recommending them. In fact, you feel everyone should read them and that they should be selected and shared with one million people across the UK and Ireland. The 25 titles by 25 different writers can be from any genre, fiction or non-fiction, literary and commercial.

However, 20 titles should fit the following criteria:

- Living authors only
- Authors resident within the UK and Ireland
- Adult & young adult literature

The remaining **five wild cards** can come from any time and place.

Everyone working across all aspects of the UK and Irish book industry is invited to participate in the nomination process. It is not a competition, but the opinions of publishers, booksellers, librarians, agents and writers are crucial to the process and will ensure a broad array of views, which will help to make **World Book Night** a truly collaborative venture. All nominations of lists of 25 titles should be sent to 25titles@worldbooknight.co.uk by October 29th.

Jane Streeter, BA President says:

"The BA is delighted to be supporting this fantastic initiative. The enthusiasm for what is planned for **World Book Night** has been amazing. The concept provides such a wonderful opportunity to promote books and reading. World Book Day focuses especially on encouraging children to appreciate the joy of reading and we organize the biggest World Book Day campaign in the world. **World Book Night** complements World Book Day brilliantly. March 2011 has the potential to be a fantastic month for all of us connected with books and I encourage every BA member to support **World Book Night** in some way."

The final list of 25 titles will be selected by a wide-ranging editorial committee, Chaired by James Naughtie.* (full committee in appendix). All nominations will be collated and shared with the committee who will have the task of selecting a strong and balanced final list of 25 brilliant books. The announcement of the 25 titles will coincide with an appeal to members of the public to apply to be 'book givers' on December 1st. Further details will be unveiled on December 1st.

Key Dates:

Thursday 14th October - Letter sent out to the book trade asking for lists of 25 WBN titles

Friday 29th October - Deadline for suggestions for WBN titles

Wednesday 1st December - Announcement with BBC of WBN and the 25 titles and the search for 20,000 givers. First phase of website goes live

Friday 31st December - Deadline for registration entries

Friday 21st January 2011 - Givers chosen. Notification sent out to the 20,000

Saturday 5th March 2011 – World Book Night

For further information on **World Book Night**, contact **Fiona McMorrough** at FMCM on 0207 405 7422, fionam@fmcm.co.uk

For information on **World Book Day**, contact **Truda Spruyt** at Colman Getty on 020 7631 2666, truda@colmangetty.co.uk

NOTES TO EDITORS

- **World Book Night** is a Charity dedicated to the promotion of books and reading.

- **World Book Night Patrons:**

Margaret Atwood, Nick Cave, Dave Eggers, Antony Gormley, Seamus Heaney, Lewis Hyde, Andrew Motion, Philip Pullman, Tom Stoppard, Tilda Swinton

- **World Book Night Editorial committee:**

Chair – **James Naughtie** – author and radio presenter, **Bidisha** – author, journalist and broadcaster, **Nic Bottomley** – Owner and Manager, Mr B's Emporium of Delights, **Margaret Busby** – Founder of Alison and Busby and author and broadcaster, **Jamie Byng** – MD of Canongate, **Liz Calder** – Former Publishing Director of Bloomsbury, Publisher Full Circle Editions, President of FLIP; **John Carey** – author and critic, **Maria Dickenson** – Easons, Dublin, **Tony Durcan** – Head Librarian, Newcastle Libraries, **Stephen Fry** – author, actor and broadcaster, **Seni Glaister** – The Book People, **Kirsty Gunn** – author and critic, **Steve Jones** – geneticist and author, **Julia Kingsford** – Marketing Director, Foyles, **Sarfraz Manzoor** – author and journalist, **John Mitchinson** – author and former MD of Harvill and Marketing manager at Waterstones, **Amanda Ross** – MD of Cactus, founder of Richard and Judy Book Club, **Rachel Russell** – WHSmiths, Chair, WBD 2011, **Kamila Shamsie** – author, **Hardeep Singh Kohli** – author and broadcaster, **Lemn Sissay** – author, **Tim Watson** – Waterstone's, **Amy Worth** – Amazon, **Alan Yentob** - Creative Director, BBC.

- **World Book Night Steering committee:**

Mark Bell – Commissioning Editor, BBC, **Jamie Byng** – MD, Canongate Books, Chair, WBN, **Richard Cable** – MD, CCV Division, Random House, **Peter Florence** – Founder and Director of Hay Festivals, **Minna Fry** – Associate Publisher, Press Division, HarperCollins, **Jonny Geller** – MD of Curtis Brown Agency Book Department, **Tim Godfray** – Chief executive of the Booksellers Association, **Pat Martell** – CEO of St Ives which owns Clays, the largest printer of paperbacks in the UK, **Fiona McMorrough** – Founder and MD of FMCM PR Agency, **Miranda McKearney** – Director, The Reading Agency, **Sandeep Mahal** – Senior Project Manager, The Reading Agency, **Martin Neild** – Formerly Chief Executive of Hodder and Stoughton, Headline and John Murray and still works as a consultant to Hachette. Deputy Chair WBN, **Stephen Page** – CEO, Faber and Faber, **Joanna Prior** – Managing Director, Penguin General Books; Deputy Chair, WBD 2011, **Jane Streeter** – President of the Booksellers Association and runs the Bookcase in Lowdham,

Nottingham, **Bill Thompson** – Digital pioneer who helped launch the Guardian website and is currently Head of Partnership for BBC Archive.

- **World Book Night** is a charitable company registered in England and Wales (company number 07406565).Registered office: 4 Uxbridge Street, London W8 7SY.