

STRICTLY EMBARGOED UNTIL 0001, Wednesday 1 December 2010

Waterstone's and The Reading Agency announce new partnership

Waterstone's, the UK's leading bookseller, and independent charity The Reading Agency are to work together in partnership to build links between libraries and bookshops, it is announced today. The focus of the partnership will be to raise the profile of books and reading across the country, by forging local partnerships that speak directly to readers that use bookshops and libraries.

“Our target audiences are the same - people who love books - but the way we talk to them is very different,” said Waterstone's Managing Director, Dominic Myers. “Through this partnership we want to help bookshops and libraries work together in a way that will reach into communities and deliver them a rich tapestry of reading experiences.”

Through the partnership, each party will use their own local and national networks to deliver great events, form and support local reading groups, and get people talking about books and reading. Both librarians and booksellers use the power of recommendation every day to highlight great books and encourage readers to try out new writers.

“Working together we can highlight the essential services that both libraries and bookshops offer, bringing reading alive at the heart of the community,” said Miranda McKearney, Director of the Reading Agency. “This will bring borrowers into bookshops, and buyers into libraries, and get everyone talking about reading.”

The partnership will see bookshops and libraries working together on hosting major author events, forming and supporting reading groups, special children's and family events, as well as issuing a toolkit to help library and Waterstone's staff build new ways of working together. “This will be a great way of building new writers, and celebrating the many highlights in the literary calendar,” said Dominic Myers.

“With so much pressure on libraries at the moment, it's great to see a new partner step into the ring,” said Miranda McKearney. “We want to make sure that writers and readers in every kind of community get the chance to connect with each other and this will help enormously.”

The partnership kicks off with ten showcase author events for adults and a children's development day leading to family events. Waterstone's will also be joining Reading Partners, the library/publisher consortium run by The Reading Agency, adding a retail dimension to the work of the scheme, which embraces 40 publishers and the UK library network, represented through the Society of Chief Librarians.

W
Waterstone's

read
readingagency.org.uk

For further information please contact:

Fiona Allen, Head of PR, Waterstone's, 0209 996 4355 fiona.allen@waterstones.com

Notes for Editors

- The Reading Agency is an independent charity working to inspire more people to read more. It is funded by the Arts Council and the Museums, Libraries and Archives Council. (www.readingagency.org.uk)
- For more general information about Waterstone's, please visit www.waterstones.com/waterstonesweb/
- For more information about Reading Partners, The Reading Agency's publisher/library partnership scheme, please visit www.readingagency.org.uk/adults/reading-partners/
- For more general information about the Society of Chief Librarians, please visit www.goscl.com/