

Edinburgh International Book Festival teams up with The Guardian

✘ The Edinburgh International Book Festival and Guardian News & Media (GNM) have announced a two-year media partnership.

Through the comprehensive sponsorship deal, readers of the Guardian and The Observer and the guardian.co.uk/books site will be able to digest and interact with unrivalled coverage of the Book Festival's wide-ranging literary and current affairs workshops, debates and discussions. In addition, audiences at the Festival itself will be able to get involved online by reviewing books and discussing events on the Guardian's website.

The Edinburgh International Book Festival has a long tradition of featuring future Man Booker, Nobel, Pulitzer and other prize-winners before they gain international acclaim. In recent years the Festival has played host to some of Britain's best loved writers including Alan Bennett, J K Rowling, Harold Pinter, Muriel Spark, Martin Amis, Seamus Heaney and Terry Pratchett.

Nick Barley, Director of the Edinburgh International Book Festival, said "We are very excited to be working with the team at Guardian News & Media and are looking forward to extending our reach and introducing our programme to a new audience around the UK and around the world. This partnership will open up new avenues for authors and new outlets for the debate and discussion, which is the life blood of the Book Festival."

Claire Armitstead, Books Editor, Guardian News & Media, said: "The Edinburgh International Book Festival's annual programme features some of the world's most exciting writers and

thinkers and is second to none for adults and children. The Festival's ambitions chime with that of our recently expanded literary coverage, where people who love books are at the heart of what we do."

Chris Lawson, Content Sales & Marketing Director, GNM said: "We're thrilled to be sponsoring the festival this year as part of GNM's ongoing commitment to coverage of books, culture and the arts. We will use all the energy, enthusiasm and resources of the Guardian and The Observer to build the festival's prominence and reputation in the papers and online, as well as showcasing our content to new audiences at the events."