



Bloody Scotland

Scotland's International Crime Writing Festival

2-11, 350 Sauchiehall Street, Glasgow, G2 3JD

Tel: 0141 258 1150

www.bloodyscotland.com | info@bloodyscotland.com

2 SEPTEMBER 2016 - FOR IMMEDIATE RELEASE

THE PERFECT CRIME GIVEAWAY

Every attendee at Bloody Scotland will receive a free book from Bookdonors, the new headline sponsor for this year, to celebrate the diversity of crime genre.

Bookdonors is a not for profit social enterprise, based in Tweedbank in the beautiful Scottish Borders. The organisation trades in used books for the benefit of people, charities and the environment with 100% of sales used to fulfil its social mission. Bloody Scotland co-founder Lin Anderson, who helped launch the company's new website earlier in the year said, "This is a fantastic initiative, which will hopefully encourage people who come to Bloody Scotland to try out new authors, which is part of the joy of being an avid reader."

Any person who has already read the free book they receive will be able to visit the Bookdonors stand, in the Golden Lion and swap it for something else. "The aim is to get people talking and sharing their passion and knowledge of crime fiction", adds Tom Kenny, Bookdonors Managing Director. "Getting 10,000 books to the venues, in a short period of time, will be an interesting logistics challenge", he added, "but our drivers in the distinctive branded Bookdonors vans, will be up for the challenge."

Chris Brookmyre will also be doing signings at Stirling Books and the Oxfam bookshop at 10.30am on Sunday 11 September in Stirling, as a further example of community engagement and recognising the valuable work done by charities and independent bookshops. Both of these shops already work in partnership with Bookdonors, who collect from 500 charity shops across Scotland.

COMMENT

Bookdonors Managing Director Tom Kenny said "We are delighted to be able to support the excellent work of Bloody Scotland and endorse their initiatives to widen public access and to support emerging and established authors alike. It was this, which inspired us to come up with the idea of 'The Perfect Crime Giveaway'. When we realised, however, that we would need to pack and move 10,000 books it dawned on us that we would be the ones *'doing a bit of time'*."

Bloody Scotland Acting Director Bob McDevitt said "I'm really pleased that a social enterprise like Bookdonors sees the value in partnering with a book festival to support the work that we do with authors at all stages of their careers. With the support of Arts & Business Scotland, we've created a really fantastic partnership that will provide significant benefit for us all."

Arts & Business Scotland Spokesperson David Watt, CEO Arts & Business Scotland said " We are delighted to have supported the sponsorship of Bloody Scotland by Book Donors with a New Arts Sponsorship Grant providing additional funding to the festival and a wide range of additional business benefits to the sponsor. It is also great to see a sponsorship that has developed into a truly creative partnership bringing new promotional opportunities to both the festival and the business supporter."

NOTES FOR EDITORS

Bloody Scotland is Scotland's international Crime Writing Festival and takes place in a number of venues in Central Stirling each September. Established in 2012, the festival aims to showcase the very best Scottish and international crime writing, nurture the next generation of writers through masterclasses and provide opportunities to highlight Scottish crime writing on an international stage.

The 2016 Festival runs from 09 -11 September 2016 and the full programme will be announced in June 2016. Tickets for the Festival are available from www.bloodyscotland.com, by phone on 01786 27 4000, or in person from the Tolbooth Theatre Box Office, Stirling (phone and box office: Tuesday to Saturday 10am-6pm, closed Sunday and Monday). High res images from the festival weekend are available on request.

Bloody Scotland is funded by Stirling Council and Creative Scotland.

MEDIA CONTACT: Fiona Brownlee | fiona@brownleedonald.com | 07767431846



Bloody Scotland

Scotland's International Crime Writing Festival

2-11, 350 Sauchiehall Street, Glasgow, G2 3JD

Tel: 0141 258 1150

www.bloodyscotland.com | info@bloodyscotland.com

Bookdonors is located, close to the new Borders Railway terminus at Tweedbank in Galashiels. It has been trading on-line on a range of sales channels since 2005. It trades in used books for the benefit of people, charities and the environment. All of its sales are used to fulfil the triple social mission; to provide flexible and adaptable employment opportunities, to help protect the environment by promoting re-use and to provide additional income to a range of charities. With an inventory of over 250,000 titles, which regularly change, a wide range of books can also be purchased from its web site at www.bookdonors.co.uk. Attendees at the festival will also be able to benefit from a special discount code Bloody10, which will give them an extra 10% off when buying three books online from www.bookdonors.co.uk

Arts & Business Scotland (A&BS) is a national charity which encourages and promotes new and sustainable collaborations between the creative and business sectors. It fosters dynamic cross sector relationships to enable Scotland to benefit from a vibrant cultural community.

The New Arts Sponsorship (NAS) Grant scheme encourages private sector sponsorship of cultural activity in Scotland. Funded by the Scottish Government and administered by A&BS it offers £1 for £1 match funding to cultural organisations which have secured sponsorship from an eligible business.

In total, over £7 million has been invested in culture through NAS with Scottish Government investment exceeding £3 million since the grant scheme began in 2006.

ENDS

MEDIA CONTACT: Fiona Brownlee | fiona@brownleedonald.com | 07767431846