



BLOODY SCOTLAND GOES TO SHETLAND...WITH ANN CLEEVES

FOR IMMEDIATE RELEASE, 27/04/15: Ahead of the full programme launch on Wednesday 3 June, Scotland's international crime writing festival **Bloody Scotland** is delighted to announce an extra-special holiday experience, created in partnership with award-winning tour operator **McKinlay Kidd**. As the 2015 festival comes to an end, best-selling crime writer **Ann Cleeves**, one of this year's star guests, whose books inspired the BBC TV series *Shetland*, will join a group of visitors on an exclusive holiday to Britain's most northerly islands.

A dream holiday for crime fiction fans, **Bloody Shetland With Ann Cleeves** begins as the Bloody Scotland Festival in the historic city of Stirling draws to a close on Sunday 13 September. The group will travel to a top-secret location on the magical Shetland islands where, following an overnight stay in one of the islands' most welcoming hotels, Cleeves herself will join the group for a full day's exploration of the stunning locations that inspired her writing and which also appear in the hit BBC TV series (the third season of which will be screened later this year). The day will conclude with a murder mystery evening in one of the hotels featured in some of the TV episodes.

This year, Bloody Scotland runs from Friday 11 – Sunday 13 September, across a number of venues in the historic city of Stirling. The full programme will be launched on Wednesday 3 June and Early Bird ticket deals go on sale today. More information about booking for both the holiday and the festival in Notes For Editors, below.

COMMENT

Ann Cleeves: "There's a magic in sharing favourite places with other people. Shetland is bleak and beautiful and I can't wait to see how readers respond to Jimmy Perez's home."

Dom Hastings, Manager of Bloody Scotland: "We're hugely excited that Ann will be part of the festival this year, and it's great that McKinlay Kidd have been able to add this sensational extra dimension to the experience. Ann's stories have brought Shetland so vividly to life for readers all over the world, it seems fitting that festival-goers will have the chance to experience the islands up close, with Ann herself. Bloody Shetland With Ann Cleeves is part of our biggest, most ambitious programme to date, and we can't wait to reveal it all on 3 June."

Robert Kidd, Director at McKinlay Kidd: "We are delighted to be working with Bloody Scotland to provide this unique off-beat holiday experience for fans of the fantastic Jimmy Perez novels to truly discover Bloody Shetland with Ann Cleeves. We often welcome visitors who want to learn more about the islands' hidden gems that have inspired Ann to create such gritty iconic stories, and what better way to do that than with this outstanding author herself."

NOTES FOR EDITORS OVER



NOTES FOR EDITORS

BLOODY SHETLAND WITH ANN CLEEVES: 13-16 SEPTEMBER 2015

Created by McKinlay Kidd, who won "Best Small Tour Operator", as voted by customers, for the fourth year running at the 2014 Guardian & Observer Travel Awards. McKinlay Kidd was established in 2003 by Robert Kidd & Heather McKinlay, who each have over 20 years experience working for some of the biggest names in the UK travel industry. The company specialises in arranging independent holidays throughout Scotland and Ireland.

Prices for the Bloody Shetland with Ann Cleevess holiday experience start from £849 per person and include return flights to Shetland, airport transfers and touring on Shetland by coach, three night's bed and breakfast, evening meals, entertainment and the services of a local tour guide throughout. Guests will also receive signed copies of Ann's new Vera novel, *Moth Catcher* and the latest Shetland novel, *Thin Air*, as well as tickets to a special Ann Cleevess event at Bloody Scotland. Places on this holiday experience are limited, to book or for more information about McKinlay Kidd's full range of tailor-made holiday experiences visit seescotlanddifferently.co.uk or call 0844 873 6110.

BLOODY SCOTLAND: 11-13 SEPTEMBER 2015 Bloody Scotland is Scotland's International Crime Writing Festival and takes place in a number of venues in central Stirling each September. The full programme for 2015 will be announced on Wednesday 3 June. **Early Bird passes for Bloody Scotland are available now** (Monday 27 April) until Sunday 31 May, offering excellent value with tickets for five standard-priced events at £35 (total saving £12.50). Early Bird pass holders will be able to allocate their tickets as soon as the programme is released, so won't have to worry about events selling out. Standard tickets will be available from 12pm on Wednesday 3 June.

Established in 2012, Bloody Scotland 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. Authors attending in previous years have included Ian Rankin, Jo Nesbø, Lee Child, Val McDermid, Denise Mina, Kathy Reichs and Christopher Brookmyre. For more information see www.bloodyscotland.com

ANN CLEEVES is the author behind ITV's VERA and BBC One's SHETLAND. She has written over twenty-five novels, and is the creator of detectives Vera Stanhope and Jimmy Perez – characters loved both on screen and in print. Her books have now sold over 1 million copies worldwide. In 2006 Ann was awarded the Duncan Lawrie Dagger (CWA Gold Dagger) for Best Crime Novel, for *Raven Black*, the first book in her Shetland series. In 2012 she was inducted into the CWA Crime Thriller Awards Hall of Fame. She won *Celebrity Mastermind* in 2014.

MEDIA CONTACT

BLOODY SCOTLAND
Kirstin Innes, Press Manager
07708 124 037 |
kirstin@bloodyscotland.com

MCKINLAY KIDD
Kirsty Innes, PR Consultant
07790 910 646 |
kirsty@kirstyinnespr.com

Please note: Kirsty and Kirstin are different people.

ENDS