

FOR IMMEDIATE RELEASE
March 11, 2015



Read Local, Buy Local, Think Global

Province-wide campaign from BC publishers encourages local reading throughout April.

Vancouver, BC – Bookstores, libraries, community centres and publishers across the province will unite for **Read Local BC** from **April 1-22, 2015**. The first of its kind, this far-reaching community celebration showcases the exceptional talent of BC storytellers and their publishers with three weeks of events, competitions, talks and promotions.

Launched by The Association of Book Publishers of British Columbia (ABPBC), the campaign culminates with BC Book Day on April 22, when dozens of publishers will showcase their work to MLAs at the Legislative Assembly in Victoria. Members of the wider literary community, including booksellers and festivals, will demonstrate the vitality of reading, writing and publishing in BC.

“Similar to the 100-mile diet, people reading and buying BC-produced books significantly contributes to our local economy, both culturally and economically,” says Margaret Reynolds, Executive Director of the ABPBC. “We have a diverse, thriving publishing community in the province. Our publishers produce more than 800 books every year and regularly win national and international awards. Our writers provide a world-class perspective through their work. Read Local BC encourages the public to think about what books they consume, and to engage with their local authors, publishers, libraries and bookstores during April – and beyond.”

More than 23 publishers, 300 authors, 70 readers and presenters, 50 bookstores and 40 libraries are participating in Read Local BC activities, championing the work of the thousands of authors who work and live in the province. In communities from Vancouver to Williams Lake to Haida Gwaii, BC residents can attend one of more than 20 diverse events to meet their favourite fiction, non-fiction and poetry writers, including Evelyn Lau, Richard Wagamese, George Bowering, Brian Brett, Bev Sellars and Paula Wild.

Accompanying the many events, an eye-catching “Be Book Aware” promotional campaign themed on BC’s famous road signs will be visible on bookmarks, stickers, shelf-talkers and posters throughout the province. A children’s writing contest, postcard-sending campaign for book recommendations, and the opportunity to win books at various locations, add to the festivities.

“Libraries and booksellers are a vital part of our industry,” says Ruth Linka, President of the ABPBC. “They work tirelessly to share new authors, ideas and stories with the public and –

in many instances – to promote literacy across all demographics. We encourage everyone to visit their local library and bookstore to discover the wealth of BC talent. ”

Recognized across the country and around the world for the depth and quality of our publications, BC publishers are also prolific releasing close to 1000 titles every year. Local publishers appear alongside national and international publishing houses, winning awards. Arsenal Pulp Press, a Vancouver-based press, published Governor General’s Literary Award Winner and Canada Reads Finalist, *When Everything Feels Like The Movies*. Douglas & McIntyre published the RBC Taylor Prize Shortlisted *Arthur Erickson: An Architect’s Life*. Two BC-published books – *And Then There Were Nuns* by Jane Christmas, published by Greystone, and *Fifty Shaded of Black* by Arthur Black, published by Douglas & MacIntyre – were on the shortlist for the Leacock Medal for Humour Toronto-Dominion Bank chose *Doors in the Air*, published by Orca Books, as the book that every Grade One student in Canada would receive in 2014.

Further information, and a full list of Read Local BC events, is available at books.bc.ca.

About The Association of Book Publishers of BC (ABPBC)

The Association of Book Publishers of BC (ABPBC) is a provincial association of book publishing companies. Founded in 1974 by five book publishers, the ABPBC believes that a healthy BC-owned and controlled book publishing industry is essential to the educational, social, cultural and economic life of the province.

-30-

Media Enquiries:

Zoe Grams

zoe@zgcommunications.com

+1 604 336 3822/+1 604 500 3822

Megan Jones

megan@zgcommunications.com

+1 604 336 3822

