

authors at

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CANADA'S PUBLISHING COMMUNITY COMES TOGETHER IN SUPPORT OF 30TH ANNUAL INTERNATIONAL FESTIVAL OF AUTHORS

High Commissioner for Canada in the UK hosts celebratory dinner at London Book Fair

TORONTO, April 21, 2009 ----- For its 30th anniversary edition, Toronto's **International Festival of Authors** (IFOA) announces the formation of a 30th anniversary committee – drawing together key players from many corners of the Canadian publishing community in the shared goal of promoting authors and presenting literature as live entertainment. As **Canada's largest literary festival prepares for its 30th anniversary edition (October 21–31, 2009)**, this committee, representing a cross-section of the Canadian book industry, comes together to expand the outreach of the IFOA to reach new audiences, and to continue to spread the word about the Festival on both a local and international level.

Senior marketing, media relations and publishing staff from the major Canadian houses have come to the table, offering their time, expertise and contacts to enhance everything from diverse and celebratory programming and promotions ideas to raising awareness within the book trade. The committee is chaired by Random House of Canada's **Tracey Turriff**.

"I am delighted to be chairing the IFOA 30th anniversary committee," said Tracey Turriff, committee chair and SVP, Director, Marketing and Corporate Communications, Random House of Canada, **"IFOA is a great festival, and the opportunity to try to help make it even better and expand its outreach is very exciting. I'm very pleased to be a part of it."**

IFOA Director Geoffrey Taylor said: **"With its 30th edition this year, IFOA is reaching a milestone. We're honored to feel the collective support of the publishing industry behind us as we move toward the next 30 years of uniting writers and readers."**

Committee members include: **Tracey Turriff** (chair), SVP, Director, Marketing and Corporate Communications, Random House of Canada; **Tom Best**, VP, Marketing, H.B. Fenn & Company; **Marc Côté**, Publisher, Cormorant Books; **Frans Donker**, owner, Book City; **Karin Eaton**, Authors at Harbourfront Centre Board of Directors; **Rob Firing**, Director, Publicity and Communications, HarperCollins Canada; **Yvonne Hunter**, VP, Publicity and Marketing, Penguin (Group) Canada; **Geoffrey Taylor**, Director, International Festival of Authors.

This initiative to continue to build IFOA's profile both in Canada and internationally is announced on the eve of a special IFOA dinner hosted by James R. Wright, the **High Commissioner for Canada in the UK**, on the occasion of the London Book Fair.

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The International Festival of Authors (IFOA) was inaugurated in 1980, and began as a six-day festival featuring readings by 18 poets. The Festival is now 11 days long, and in 2008 featured more than 130 authors. Annual marquee events include an opening-night fundraiser for PEN Canada, and readings by the authors shortlisted for Canada's three major literary fiction awards: the Scotiabank Giller Prize, the Governor General's Literary Award, and the Rogers Writers' Trust Fiction Prize. Taking place on the shore of Lake Ontario, IFOA is one of the world's leading literary festivals, and the largest of its kind in North America.

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