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FOR IMMEDIATE RELEASE

BOOK FESTIVAL ANNOUNCES NEW PARTNERSHIP WITH BAILLIE GIFFORD

The Edinburgh International Book Festival today announced a new three year sponsorship deal with the independent investment partnership, Baillie Gifford.

The Edinburgh-based firm, who have been involved with the Book Festival since 2001, have committed their support for the next three years as lead sponsor for the Festival, becoming the title sponsors for the Baillie Gifford Children's Programme as well as the Baillie Gifford Schools Programme, which not only brings school parties into Charlotte Square in August but also takes authors out to schools across Scotland to interact with pupils. The firm will also attach their name to the Baillie Gifford Children's Bookshop and to the Children's Programme theatres and workshop spaces as well as to the largest venue on the site, the Baillie Gifford Main Theatre. The Baillie Gifford Gala Day on the final day of the Book Festival will welcome over 3,000 primary school pupils from across Scotland to a special, private day of children's events and talks.

Baillie Gifford Partner, Nick Thomas, said "We are proud to be deepening our relationship with The Edinburgh International Book Festival. As one of the world's leading literary events, the Festival continues to attract a wonderful variety of authors to suit all ages and interests, and we are particularly pleased to support its valuable work to encourage reading among the next generation."

Nick Barley, Director of the Edinburgh International Book Festival, said "Baillie Gifford have been great supporters of the Book Festival for a number of years and we are delighted that we will be working together with this stronger partnership focussing on our younger visitors."

Janet Smyth, Children's and Education Programme Director at the Book Festival, said "The Baillie Gifford sponsorship will give us the opportunity to share the enjoyment of reading with children and young people across Scotland and we are looking forward to developing our relationship with a company that is so committed to supporting literature."

FOR MORE INFORMATION CONTACT FRANCES SUTTON, PRESS MANAGER:

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The Edinburgh International Book Festival is the world's largest public celebration of the written word. For 17 days every August the Book Festival brings writers, poets, politicians, journalists, thinkers and decision makers from around the world to debate and discuss the things that shape our lives. With around 800 authors from over 40 countries, and a comprehensive programme of events for children from toddler to teenager, cafes, bars and independent Bookshops, the Book Festival welcomes over 220,000 visitors every year to the beautiful Charlotte Square Gardens in the heart of historic Edinburgh, the world's first UNESCO City of Literature. This year the Book Festival will run from 10 to 27 August 2013 and the programme will be announced in June.

The Book Festival is a not for profit organisation and receives less than 20% of its overall income from public funding through the Scottish Government and the City of Edinburgh Council. Private sector sponsorship, private donations, ticket sales and revenues from the Book Festival bookshops make up the remainder of the Festival's income.

Baillie Gifford & Co are an independent investment management firm, founded in 1908, based in Edinburgh and employing more than 700 people. Baillie Gifford play an active role in the community by supporting projects in the areas of education, social inclusion, and the arts.

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