



PRESS RELEASE

Wednesday 15th December
For immediate release

LOVEREADING LITFEST GOES FREE-TO-VIEW TO REACH WIDER AUDIENCES AND TO ENABLE EASY ACCESS FOR BOTH ADULTS AND CHILDREN

LoveReading LitFest, which launched in March 2021 as the digitally native, all year round, online literature and books festival, with new events released every week, today announced that it is pivoting away from its members-only subscription business model and will now be free-to-view, with all its content accessible to everyone. The decision to become subscription-free has been taken with a view to giving as many adults and children as possible the opportunity to watch the fantastic line-up of authors, and to encourage them to discover the joy of reading for pleasure.

Since launching, with a strong programming ethos that focusses on debuts, works in translation and kids/YA books and authors, alongside content that includes bestselling authors and prize-winning books, LoveReading LiFest has built an archive of over 100 events that will also now be available at no charge to book lovers everywhere. Authors who have already appeared at the festival include **Karin Slaughter, Jack Meggitt-Phillips, Kate Mosse, Rev. Richard Coles, Simone Buchholz, Rashmi Sirdeshpande, Christina Sweeney-Baird, Defne Suman and Simon Scarrow**. In September, the festival launched its 'Reading Ambassadors' initiative for kids, a series in which children are given the chance to read and review a recently published book, and then speak to the author directly about it for release on the festival website.

Deborah Maclaren, Managing Director of LoveReading and LoveReading4Kids, and Director of LoveReading LitFest, said: "We feel that now is the perfect time to open our doors wider, to be even more accessible to readers everywhere, especially to children and to schools. One of our key points of focus at the start of 2022 will be our 'Reading For Pleasure' project, and we will be working very closely with schools in the UK to provide them with a dedicated programme of literacy events and initiatives to help all teachers deliver this vital policy work. The best and simplest way to do this is to remove our paywall and offer all that we do, for free, to everyone."

LoveReading Litfest will continue to produce and release two new events weekly, plus book recommendations in its 'Festival Favourites' series, along with its fortnightly newsletter.

Paul Blezard, Director of LoveReading LitFest, added: "We are so very grateful to our members, subscribers and the whole publishing community for their support and

encouragement over the past 40 weeks. We hope that this will be a welcome Christmas present to all readers and everyone who loves books, a little treat of festival sparkle to brighten the dark evenings. We look forward to warmly welcoming everyone to the LoveReading LitFest.”

LoveReading LitFest can be found at www.lovereadingleitfest.com where the archive of over 100 events already made across 2021 can now be freely accessed.

For further information, please contact Alex Hippisley-Cox on alex@ahipcoxpr.co.uk or call her on 07921 127077.

About LoveReading LitFest

LoveReading LitFest is a digitally native, all-year-round books and literature festival, which teams together the experienced professionals behind the successful Lockdown LitFest with the UK's biggest and best-known book recommendation brand [LoveReading](#). The festival celebrates the very best writing, of all genres, from around the world, through fascinating interviews, debates, masterclasses, readings, book recommendations and more. You can follow LoveReading LitFest on social media at Facebook.com/LoveReadingLitFest on Twitter @LRLitFest and Instagram @lovereadingleitfest