

# Matthew Reilly book free with Books Alive 2005

Throughout August 2005, Books Alive will give away a limited edition copy of *Hell Island*, a specially commissioned book from best-selling thriller writer Matthew Reilly, with any title purchased from the *Books Alive Great Read Guide*.

Matthew Reilly's *Hell Island* is exclusive to the 2005 Books Alive campaign. Reilly and other Australian authors will tour nationally during August in a month-long festival of books and reading.

The aim of Books Alive, an Australian Government initiative developed through the Australia Council, is to increase the reading and buying of books in Australia. Backed by \$1.8 million in advertising and promotion, the focus of the campaign this year is to reach 'light readers', encouraging them to experience the sheer enjoyment of reading for pleasure and the benefits of reading as a leisure activity.

Books Alive research has found that while many people value books and would like to read more, they find it difficult to select a good book — a book they can be sure of enjoying. While those who identify as 'booklovers' relish the idea of browsing in bookshops, this is not the experience shared by many in the wider community. Research indicates that it is not uncommon for people to be overwhelmed by the vast selection of titles on offer on bookshop shelves.

The aim of the *Books Alive Great Read Guide* is to inform and empower occasional readers to make more sat-

isfying reading choices. The cornerstone of the 2005 campaign, the Guide will be distributed to three million Australians during the promotion through libraries and book retailers and at shopping malls and major transport hubs. The selection of '50 remarkable books' for adults and children will first be revealed in the August edition of the *Australian Women's Weekly*, which will feature the Guide as an insert. Forty-four of the featured titles have been chosen by a panel of book industry experts, supplemented by four celebrity choices, including media personality Rove McManus and Australian netball captain Liz Ellis, and two special selections by young Australians.

The *Books Alive Great Read Guide* and the free book offer will provide a compelling reason to visit a bookstore during the promotion which runs from 27 July to 31 August.

Libraries wanting more information about Books Alive and the distribution of the *Books Alive Great Read Guide* should visit <http://www.booksalive.com.au> and follow the link to Resources. Guides can be ordered through library suppliers and it is recommended that orders be placed by the end of May 2005.



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