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investing in literature  
one book at a time

providing a foundation  
for writers around the globe

[www.literaryventuresfund.org](http://www.literaryventuresfund.org)



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## **LVF Pilots New “Jumpstart” Program to Eliminate Bookstore Returns**

BOSTON/NEW YORK—The Literary Ventures Fund, the venture-based non-profit foundation that supports quality works of fiction, non-fiction, and poetry, today announced “Jumpstart,” a pilot program with booksellers across the country to address the problem of bookstore returns while boosting the launch of LVF books.

“Under our ‘Jumpstart’ program it will now be possible for bookstores to purchase initial quantities of LVF books at a deep discount up to 60%, on a non-returnable basis, from our partner presses,” said Jim Bildner, Chairman of Literary Ventures Fund. “One of the most important factors in a good book’s continuing success is its ability to quickly reach readers. Our experience suggests that, too often, the economic realities on publishers and distributors limit the necessary resources to successfully jumpstart these books, and keep them moving. Together, with our booksellers partners, we can create win/win scenarios for everyone.”

The book industry model of returnability is a growing issue of debate and concern with booksellers. “Returnability is necessary as the industry is structured now, but it would behoove all of us to move to a pricing model that would allow us to stop this inefficient practice,” says Chris Morrow, owner of Northshire Bookstore in Manchester, Vermont. “Any experiment that helps booksellers and publishers find the sweet spot of discount balanced with non-returnability is valuable. I commend LVF for their efforts.”

“It is still the ‘person to person’ exchange of the bookseller placing a book into the hands of a reader that propels good books into the community,” said Zachary Marcus, Director of Strategic Marketing for LVF. “Having spent a number of years in independent bookselling, I know the tough decisions that confront great bookstores. Too often the economics force stores to limit their buy of a good book to one or two copies, when they want to do more. This reality limits the breakthrough potential of good books.”

“When Zach first approached me at NEIBA, I was immediately drawn to the concept and placed an order upon returning to my store,” said Eric Wilska, owner of The Bookloft in Great Barrington, Massachusetts, and a past NEIBA President and board member. “Finally a way to circumvent the lunacy of the buy/return model.”

“We hope this new pilot program will be just one of many that we can use to help solve some of publishing’s systemic problems,” said LVF’s Bildner.

## About the Literary Ventures Fund

LVF connects readers to great writers—one book at a time.

Founded in 2005 as a not-for-profit private foundation, the Literary Ventures Fund challenges the status quo of literary publishing by creating sustainable publishing models as well as an extended network of integrated resources that support these models and the role of literature in today's world.

The Literary Ventures Fund believes that literature has a profound impact on our lives. Great books transport readers, illuminate their values, and bring meaning and context to their lives; they have the power to inspire, console, and provoke; they enlighten us and affect us long after we've put a book down. But literature is at risk, as are the economic and support systems that traditionally have connected great writers to readers. In many cases these systems no longer exist, disrupted in part by consolidation and the intrinsic pressures on the remaining large publishing houses to give preference to books that sell to the mass market. LVF is built on the premise that, given a level playing field, great works of literature can and will thrive in the marketplace.

The Literary Ventures Fund focuses on a single precept: sustainability. While LVF first and foremost invests in works of fiction, non-fiction, and poetry that are exceptionally well written, make an impact, and resonate with the reader, it balances that with the conviction that the projects it funds need to be economically viable and likely to remain in print. LVF seeks to leverage existing resources while acting as a catalyst in creating new ones. Rather than function simply as a funder or grant-maker, LVF becomes an active partner in their invested projects while, at the same time, respecting what their publishing partners do best. LVF's financial and technical support is need-blind and entirely merit-based. By increasing the success of a growing number of worthy books, the LVF investment model generates increasing revenue for more and more titles.

For more information visit our website [www.literaryventuresfund.org](http://www.literaryventuresfund.org).