

literaryventuresfund

Investing in literature one book at a time • Providing a foundation for literature around the globe

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New Opportunity at the Literary Ventures Fund

The Literary Ventures Fund, the groundbreaking not-for-profit foundation that provides philanthropic investment to publishers, has expanded its outreach to include strategic marketing and publicity on a fee-for-service basis.

"Given today's economic challenges, publishers large and small are looking harder than ever before for innovative approaches to getting books into readers' hands," says founder and Chairman Jim Bildner. "Our approach has been to experiment with a variety of approaches, both new and tried-and-true, to provide better practices for an industry undergoing dramatic transformation— and we have developed a number of focused strategies that have been working." Since its founding in 2006, the Literary Ventures Fund has created a broad network of support and pioneered a variety of marketing approaches. Given the particular challenges facing publishers in the current economic climate, and the capacity of LVF to take on only a limited number of long-term investment projects, fee-based services are now being offered.

Publishers, literary agencies, and in some cases, authors can now take advantage of LVF's marketing, publicity, and foreign and film rights networks and expertise. In some cases these fee-based projects may very well lead to more formal investment scenarios. Using our same practice of national outreach to booksellers, electronic social networking, and traditional media outlets, we bring a marketing savvy to publicity programs that is unique. A traditional publishing calendar frequently does not offer the luxury of time to utilize the same in-depth and wide-reaching geographical terrain that Literary Ventures Fund has worked to build and to provide to their publisher clients. To that end, we look forward to working with publishers and authors as early in the process as possible before the finished book and to offer our collective experience to help a new book have the best possible marketing program available.

LVF encourages inquiries from publishers with acquired manuscripts and books currently being published, as well as referrals from literary agents, and inquires from authors holding publishing contracts for forthcoming books. The services offered can be tailored to meet most budgets and provide a highly cost-effective way for many more books to benefit from the Literary Ventures Fund.

For more information, visit www.literaryventuresfund.org or contact Ande Zellman, Editorial Director (azellman@literaryventuresfund.org) or Mary Bisbee Beek, Director of Marketing, Publicity and Foreign Rights Director (mbisbee.beek@gmail.com).