

# literaryventuresfund

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

**FOR IMMEDIATE RELEASE**

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**THE LITERARY VENTURES FUND EXPANDS,  
ADDING MARKETING DIRECTOR AND ANNOUNCING TWO NEW  
STRATEGIC PARTNERSHIPS WITH A SPEAKER'S BUREAU AND A  
PUBLIC RELATIONS FIRM**

New York City / Boston—Jim Bildner, Chairman and Founder of The Literary Ventures Fund, announced today the appointment of Kate Travers to the position of strategic marketing director for The Literary Ventures Fund, effective today. Travers, who has held editorial and marketing positions with Houghton Mifflin where she was Director of Mariner Books, and HarperCollins, has most recently been a literary consultant to authors, agents, publishers, bookstores and libraries. The co-founder of LiveWriters.com, a literary web marketing service focusing on author platforms using podcasts, videos and blogs, Travers is also a member of the Women's Media Group and serves on the board of directors for the Brooklyn Literary Council and the Brooklyn Book Festival.

The Literary Ventures Fund has also formed two new alliances to help expand its message and efforts. The first is a unique partnership with the Boston-based American Program Bureau, one of the largest US lecture agencies, to offer a series of educational panels made up of influential and diverse experts from the publishing industry. These nationwide events are aimed at providing an inside look at the forces that are shaping the world of literature, and will also address critical questions about the future of books and our society.

In addition, LVF has signed on Shreve Williams Public Relations (www.shrevewilliams.com), a full-service public-relations firm started by two former publicity directors—Elizabeth Shreve, former vp and director of publicity for Henry Holt, and Suzanne Williams, former publicity director for Pantheon Books—and specializing in the promotion of books and authors. Shreve Williams will focus on the title-by-title publicity for LVF books in addition to overall foundation communications and branding for the LVF itself.

“We made our first literary investment less than 18 months ago and we’re thrilled by the success of our projects and the relationships we have built in this short time,” said Jim Bildner. “The new additions to our team and structure will help insure quality and continued growth as we explore ways to substantially affect the publishing landscape and get great books into the hands of readers.”

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Added Bildner: “Kate Travers brings her considerable experience in marketing and editorial within major New York publishing houses and a flare for creative marketing to bear on our growing list. Shreve Williams is a formidable duo, already making waves in the media world with the projects we have out in the marketplace now. And American Program Bureau’s broad reach offers an exciting and unprecedented partnership for us to further our mission to provide discourse about literature and its place in society.”

The Literary Ventures Fund is a first-of-its-kind not-for-profit private foundation that supports fiction, literary non-fiction, and poetry as well as the broader literary landscape, through philanthropic investment. The Literary Ventures Fund serves as a partner-in-risk providing supplementary support to authors and their works. For more information about LVF’s publishing partners and projects, please visit [www.literaryventuresfund.org](http://www.literaryventuresfund.org).