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Patron: Frederick Forsyth CBE
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PEOPLE'S BOOK PRIZE TAKES THE NEXT STEP TO GET THE NATION READING!

A new company is formed to make The People's Book Prize the number one literary competition in the UK and across the world.

The People's Book Prize team is delighted to announce a brand new partnership aimed at positioning the awards for future development. Founder of the People's Book Prize Tatiana Wilson has joined forces with entrepreneur and renowned international licensing and global rights lawyer, Andrew Eborn, alongside Tony Humphreys and Kate Beal of Talent TV to form a limited company, The People's Book Prize Limited. The first step for the new team is to enhance the multimedia offering of the 2011 awards ceremony by focusing on the online presence and creating brand defining video content.

The People's Book Prize is the only democratic Book Prize voted exclusively by the public so it is the public who choose Britain's Next Bestsellers. Its goals are to discover new talent and support reading uniting the community as a whole. The second awards ceremony takes place at the Company of Stationers and Newspaper Makers on 20th July 2011.

Supported by Patron Frederick Forsyth CBE the Award consists of prizes in three genres – fiction, non-fiction and children's literature. Leading up to the ceremony titles are showcased on www.peoplesbookprize.com and the books which receive the most votes go forward as finalists with three authors emerging as winners. In addition, The Beryl Bainbridge Award for First Time Author is given in honour of TPBP founding patron. Tatiana who founded the awards in 2009 says:

"I share Dame Beryl's wish that The People's Book Prize will become the greatest. I passionately believe that by giving authors this platform we can inspire change and this new partnership will enable that."

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Talent Television is a television production company which produces a wide range of entertainment and factual programmes for both UK and international broadcasters. Talent has a strong track record in interactive programmes leading the way in the UK as the producer of BBC1's 'Test the Nation' series. Managing Director of Talent Television, Tony Humphreys, is also CEO of the prestigious annual art exhibition and competition Discerning Eye sponsored by ING. Tony says:

"We believe that the People's Book Prize has enormous potential as a brand worldwide that will translate across a number of platforms from the web to television. Our experience of producing high quality, engaging content will add to the development of the awards ceremony and the future development of the brand in all forms of media."

Andrew Eborn is President of Octopus Media Technology, the leading edge, award winning digital content management and delivery platform. OctopusMT is revolutionising the way that content is stored, managed and delivered around the world to any digital device without the need for any additional software or hardware. OctopusMT has a diverse international client base across several industry sectors including broadcasters, film and TV producers, media groups, event organisers, sporting bodies, content owners, advertising agencies and their clients. Andrew Eborn says:

"I'm delighted to have been asked to be involved in this exciting venture, to help develop The People's Book Prize brand and to use the OctopusMT platform to bring The People's Book Prize to a global audience including through live streaming and video on demand"

FOR MORE INFORMATION PLEASE CONTACT

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