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Gardners and Browns Books for Students throw their combined weight behind National Poetry Day

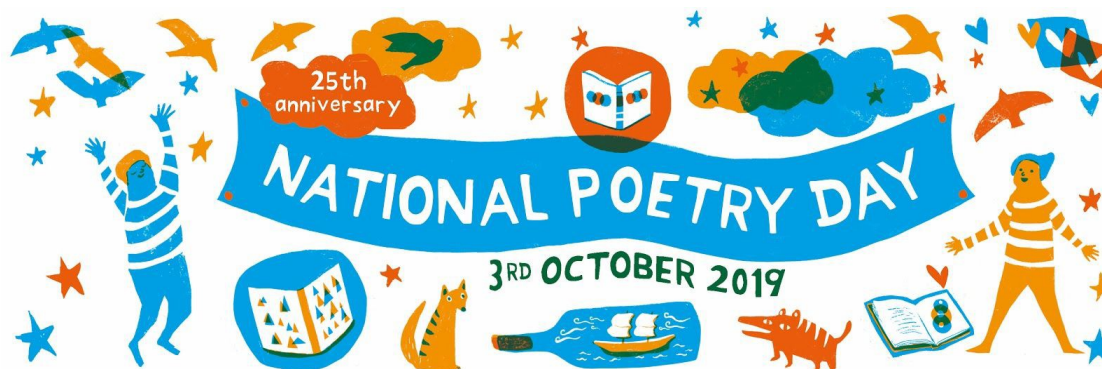
Forward Arts Foundation is delighted to announce new sponsorship deals with UK book trade wholesaler Gardners and leading education supplier Browns Books for Students. Gardners and its sister company Browns Books for Students are now official partners for National Poetry Day, which celebrates its 25th anniversary on 3 October 2019.

Nigel Wyman, Head of Business Development (UK) at Gardners comments: "Gardners has been an integral part of the book trade for over 30 years, and is one of the world's largest wholesalers of English language books and entertainment product. Poetry is a dynamic part of the book market, and shows the English language at its most memorable and musical. We are thrilled to be sponsoring this mass participation poetry campaign in its 25th anniversary year and excited to be supporting the National Poetry Day team to work closely with bookshops to make poetry accessible for everyone"

Nic Hales, Marketing Manager of Browns Books for Students says: "Browns Books for Students are delighted to be sponsoring National Poetry Day in 2019. Poetry is an essential part of education with a unique ability to engage and inspire young people. Browns Books for Students shares with the Forward Arts Foundation the goal to bring poetry to all schools across the UK and internationally".

2019 is the 25th anniversary of National Poetry Day, and the build up to the celebrations on the first Thursday of October will be even more wide-ranging than ever. Poetry is enjoying a huge boom, both in sales and audience numbers. In figures collated for the Forward Arts Foundation, Nielsen BookScan recently announced that poetry sales have increased by almost 50% in five years, reaching an all time high of £12.3 million in 2018, while analysis of the poetry audience showed that two thirds of poetry book buyers are under the age of 34.

Andrea Reece, National Poetry Day Manager says: "National Poetry Day drew on the expertise and in-kind support of Gardners and Browns Books for Students in 2018, and it was an enormous help. We are extremely pleased now to have them as official partners for our 2019 25th anniversary campaign. This exciting partnership will extend the reach of National Poetry Day even further, indeed into every bookshop and school in the UK, and we are looking forward to working with Nigel, Nic and their teams very much indeed."



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Notes to editors:

The Forward Arts Foundation is a registered charity in England and Wales (charity number 1037939), promoting public knowledge, understanding and enjoyment of poetry in the UK and Ireland. It is committed to widening poetry's audience, honouring achievement and supporting talent: programmes include National Poetry Day, the Forward Prizes for Poetry and the Forward Book of Poetry, an annual anthology of the year's best poems. For more information, visit: <http://www.forwardartsfoundation.org/>

National Poetry Day is an annual celebration that inspires people throughout the UK to enjoy, discover and share poems. Everyone is invited to join in, whether by organising events, displays, competitions or by simply posting favourite lines of poetry on social media using #nationalpoetryday.

National Poetry Day was founded in 1994 and enjoys the support of the BBC, Arts Council England, the Royal Mail and leading literary and cultural organisations, alongside booksellers, publishers, libraries and schools. For more information, visit: <https://nationalpoetryday.co.uk/>

About Gardners

One of the world's largest wholesalers of English language books and entertainment product - they work with tens of thousands of suppliers and customers across the globe to offer an extensive range of in-stock products for same day despatch within the UK for next day delivery, and delivery anywhere worldwide within 7 days. The company works with customers across a broad spectrum, including independent booksellers, large chains, online retailers, and non-traditional outlets shipping products direct to store and direct to your customers home via our established Home Delivery service. Gardners is part of The Little Group, which works closely with all elements of the book trade including library supply, schools and additional media products. Gardners is committed to offering the best service to its customers and is constantly looking at new ways to improve its service to be as effective as possible.

About Browns Books for Students

Browns Books for Students is the leading schools and college book supplier, with thousands of educational organisations choosing us as their preferred supplier. Every book in print with high discounts and next day delivery are only part of a first class service. Our one stop shop solution to source books, eBooks and Audio Visual offer genuine savings across the whole school. Business Managers, Teachers and Librarians benefit from a simplified ordering system.