

Dear Publisher

The Orange Award for New Writers 2010

The Orange Prize for Fiction was set up in 1996 both to celebrate the achievements of women novelists throughout the world, and to invest in a range of literacy, educational and reading initiatives.

We are delighted that the Arts Council England confirmed a Grant for the Arts award of £10,000 per year, to be awarded as a bursary to the winner of the Orange Award for New Writers. By offering a bursary to a fiction writer for her first publication, Arts Council England supports the professional development of a writer at a crucial stage in her career.

The Orange Award for New Writers was awarded for the first time in 2005 to coincide with the 10th Orange Prize for Fiction. Last year, the prize was won by Francesca Kay's novel *An Equal Stillness* (Weidenfeld & Nicolson).

All first works of fiction written by women of any age or nationality and published in the UK between **1 April 2009 and 31 March 2010** will be eligible. Short story collections and novellas are also eligible. Although it will be possible for the same writer to win both the Orange Prize for Fiction and the Orange Award for New Writers in any given year, the emphasis of the Award for New Writers will be on potential and emerging talent. As in the Orange Prize for Fiction, the judges for the Award for New Writers will be looking for works of excellence, originality and accessibility, as well as promise.

Submissions must be sent to Booktrust by **27 November 2009**.

A shortlist of three writers will be announced in April and the winner will be announced at The Orange Prize for Fiction award ceremony in June 2010. There will be a bursary award of £10,000 for the winner, which is intended as a gift so that the emerging writer can pursue her work with greater freedom.

Please note that the recipient of the award will be expected to undertake a limited programme of activities to promote their own work and this Award. This may include promotional work such as; appearances at book festivals, writing a column for the Orange Prize website, meeting reading groups. A schedule will be devised with the agreement of the author, this not to exceed one week's work in total over the year.

Also, each shortlisted publisher will be required to pay, on receipt of an invoice from Booktrust, £1,000 per shortlisted title, and a further £1,000 for the winning title. However, should a book be shortlisted for both the Orange Prize for Fiction and the Orange Award for New Writers, the publisher will only be required to contribute to the Orange Prize for Fiction.

Please be sure to read the entry criteria carefully, as signing the entry form confirms that you have informed your authors of their obligations should they win.

If you have any queries regarding the Award please contact me on corinne.gotch@booktrust.org.uk or 020 8516 2960.

Please send all books to The Judges of the Orange Award for New Writers, c/o Booktrust, Book House, 45 East Hill, Wandsworth, London SW18 2QZ.

Yours sincerely

Corinne Gotch – For the Orange Award for New Writers

ORANGE AWARD FOR NEW WRITERS 2010

RULES AND ENTRY FORM

ENTRIES AND ELIGIBILITY

- a any first work of fiction – either full length first published novel, or first published collection of short stories or novella, written in English by a woman of any nationality or age is eligible.
- b books from all genres are encouraged.
- c all entries must be first published in the UK between 1 April 2009 and 31 March 2010, but may have been previously published outside the UK. For a collection of short stories, which also must have been published between 1 April 2009 and 31 March 2010, not more than half the collection should have been published elsewhere prior to 2004.
- d only books published in the UK are eligible. To prove the book complies with this rule they must have a UK ISBN, have the price printed in Pounds Sterling and be distributed in the UK.
- e publishers may enter **up to three** works of fiction **per bona fide imprint** with publication dates between 1 April 2009 and 31 March 2010. Finished copies, or bound proofs only, may be submitted.
- f each publisher may also submit, by 27 November 2009, a list of up to five further call-in titles accompanied by a justification for the submission of not more than 250 words. It is up to the judges discretion how many, if any, they wish to call in.
- g all entries must be made by an established publishing house. Self published books are not eligible for the Award.
- h eight copies of each entry must be submitted to **The Judges of the Orange Award for New Writers**, care of **Booktrust**.
- i the judges may additionally request other titles not initially submitted by the publishers, with publication dates between 1 April 2009 and 31 March 2010. In that event the publishers will be asked to submit eight printed copies of the book to Booktrust as soon as possible.
- j no book entered by publishers or called in by the judges will be returned to publishers.
- k it is the responsibility of the publisher to ascertain that the authors of all books submitted for the Award have given their consent to entry, and that they are aware of their obligations should they win.
- l the decision of the administrator on eligibility is final, and no correspondence will be entered into on the subject.
- m all entries for the Orange Award for New Writers are strictly confidential and may not be used to publicise an author in the future, unless they have been shortlisted or won.

CONDITIONS OF AWARD

Any eligible book that is entered for the Orange Award for New Writers shall not qualify for the Award unless its publisher agrees:

- a that if an entered book should be shortlisted the publisher will contribute £1,000 for general publicity. This payment to be made promptly within seven days by a cheque made payable to Booktrust on receipt of an invoice. In the event that a title is shortlisted for both prizes, then publishers will only be required to contribute to the Orange Prize for Fiction.
- b that if an entered book should win the Award the publisher will contribute a further £1,000 for publicity. This payment to be made promptly within seven days by cheque made payable to Booktrust on receipt of an invoice.
- c that if an entered book should be shortlisted, the publisher will provide a further **thirty** copies for administrative purposes, and agree to sell further copies to Booktrust at 50% discount for promotional use.
- d to invite shortlisted authors to the award ceremony, to cover their expenses and to do their best to encourage their attendance and participation in any attendant public events.
- e to obtain permission from the copyright holder to broadcast and/or record on audio tape/CD/mobile phone/downloadable audio file for the website, an extract from the entered book to be used solely for publicity purposes and to inform Booktrust of the copyright credit to be used.
- f undertake to make the author aware of the commitments involved in accepting the Award and to do their best to encourage that, in the event of winning the Award, the author will undertake a mutually-acceptable limited programme of activities to promote the Orange Award for New Writers and other appropriate literary initiatives, supported by Orange, as well as promote their own work. This might include appearances at book festivals, writing a column for the Orange Prize website, meeting reading groups, etc. A schedule will be devised with the agreement of the author, this not to exceed one week's work in total over the year.
- g publishers will agree to pay for author's travel to events for shortlisted authors. Covering costs for events in London and **one** event outside London.

ENTRY FORM FOR THE ORANGE AWARD FOR NEW WRITERS 2010

Please send EIGHT copies of each book by 27 November 2009 to:

**The Judges of the Orange Award for New Writers 2010
c/o Booktrust, Book House, 45 East Hill, London SW18 2QZ**

Title

Author

Publication Date

Nationality

Date of Birth

Country of Residence

Main Editor

Tel/Email

Publicity Director

Tel/Email

Author's Agent

Tel/Email

Sales contact

Tel/Email

**PLEASE PHOTOCOPY AND COMPLETE THIS FORM
FOR EACH BOOK ENTERED**

I have read and agree to abide by the conditions of entry for the Award. I undertake that should a book published by us be shortlisted for the Orange Award for New Writers or win we will comply with the relevant Conditions of the Award set out in section 2 of the rules of the competition. We have informed our author of the obligations associated with winning the Orange Award for New Writers.

Publisher/Imprint

Address

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Please sign and print name and title of Director

.....

Please print name and title of contact

Telephone Fax

Email Date