

Charlotte Square Gardens, Edinburgh

10 - 26 August 2019

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**MEDIA
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 Edinburgh
International
Book Festival

Monday 15 July

For Immediate Release

NEW APPOINTMENTS IN CHILDREN'S & COMMUNITY PROGRAMMING MADE AT EDINBURGH INTERNATIONAL BOOK FESTIVAL

Organisers of the Edinburgh International Book Festival today announced two new appointments in the Programming Team. Rachel Mellor becomes the new Children and Schools Programme Director, and Noëlle Cobden joins the team in a new role as Communities Programme Director.

Nick Barley, Director of the Edinburgh International Book Festival, said "The creation of the Communities Programme Director role represents an important step for the Book Festival in its ambition to work in new ways, with new audiences - and I'm convinced that our year-round community activities will also lead to new ideas for the August festival. The new role will allow the Children and Schools Programme Director to focus on maximising the opportunities to deliver a world-leading programme for young people every August. In Noëlle Cobden and Rachel Mellor we have found two talented programmers whose ideas and experience will greatly enhance the Book Festival team."

Rachel Mellor is an events specialist who has programmed literary events for festivals, venues, charities and publishers. Joining Pan Macmillan in 2017 to work across author events, Rachel also worked on the publisher's year-round programme of public events to celebrate their 175th anniversary. Prior to her role at Pan Macmillan she has worked for the Southbank Centre, The Tate, and Faber & Faber.

Noëlle Cobden joins the Book Festival from Horsecross Arts in Perth where she has held the post of Head of Creative Learning since 2013. Under her leadership Horsecross Arts won a number of awards for their work in the community. Prior to Horsecross Noëlle was Head of Learning at the Traverse Theatre in Edinburgh and alongside her role at the Traverse, she was the Street Arts Coordinator at WHALE Arts Agency, Edinburgh from 2010-2013. An experienced arts practitioner Noëlle has a demonstrated history of working creatively with a range of communities and is passionate about ensuring culture opportunities are accessible to people of all ages and abilities.

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The Communities Programme Director role will continue to build the Book Festival's On the Road activities including the Citizen programme which was launched earlier this year in several locations around Edinburgh and in Musselburgh. These initiatives, which are made possible thanks to support from players of People's Postcode Lottery and through the PLACE Programme (funded by the Scottish Government, City of Edinburgh Council, and the Edinburgh Festivals, and supported and administered by Creative Scotland), are designed to build new partnerships with organisations and audiences across Scotland.

By creating the new communities role, the Book Festival is enabling the new Children and Schools Programme Director to focus on continuing to build on some of the great innovations introduced by her predecessor Janet Smyth during her 8-year tenure. Rachel and Noëlle will both be taking up their positions after the 2019 Book Festival.

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For further information please contact
Frances Sutton, Press Manager
Edinburgh International Book Festival
frances@edbookfest.co.uk or 0131 718 5654