



PRESS RELEASE

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Exciting New Sponsor for Literary Festival

HM Government of Gibraltar is delighted to announce business newspaper City A.M. will be the 'UK Media Partner' of the Literary Festival. City A.M. has been in production for 10 years and it now has a daily readership in excess of 399,000, many of whom work in the City of London. It has a website which is said to out-perform 'The Times', 'The Telegraph', and 'The FT' in terms of the percentage of wealthy readers.

In addition to providing coverage of the Literary Festival to its UK readership, the newspaper will also sponsor the festival's 'City A.M. lecture' and a reader's competition.

Lawson Muncaster, co-founder and managing director of City A.M, said, "City A.M. is very excited by our new found partnership with the Gibunco Gibraltar International Literary Festival. We are looking forward to being a part of this inspiring and educational event."

"We too are excited by this association with City AM," said the Chief Minister, the Hon Fabian Picardo. "We welcome this new sponsor and feel that it is certain to raise the profile of our literary festival and indeed, of Gibraltar amongst its very influential readership. This quality of sponsorship is the best possible objective demonstration of the success of the Literary Festival which we commenced after our election. It was right to get the Festival going. It has immediately become a feature of the autumn period which so many look forward to. It is one of the many transformational changes we have ushered in since we formed Government. We are committed to continuing the Festival and can't wait for this year's to get underway, although I may not have so much free time on this occasion!"