

## MEDIA RELEASE

# Books Alive 2008 ambassador announced

**Best-selling Australian crime writer Michael Robotham is the ambassador for Books Alive 2008.**

Books Alive is Australia's largest annual promotion of reading, featuring a host of activities to tempt Australians to pick up a book.

The campaign aims to introduce all Australians to the joys of reading, and will feature a list of recommended reads, a giveaway feature title, promotions, advertising and author tours throughout the month of August.

Mr Robotham has written the Books Alive feature title in 2008. His new short novel *Bombproof* will be given away free with the purchase of any of the 50 Books Alive recommended reads.

He will also embark on a national author tour taking in major metropolitan and regional centres in August.

Books Alive chair Sandra Yates AO said *Bombproof* was the kind of novel that was impossible to put down.

'We're thrilled to have such a top notch author as Michael Robotham as our Books Alive ambassador this year,' she said.

'Michael has really come up with the goods for this year's Books Alive feature title. *Bombproof* is a cracking good read – a thrill-a-minute ride through Britain's murky underworld. It really is a book that people will find difficult to put down.

'His appointment augurs well for an extremely successful Books Alive 2008. We've refreshed this year's campaign with an exciting new look, and expect to get more Australians hooked on reading than ever before.'

Michael Robotham is one of Australia's most widely read crime writers. His three novels have won awards and been translated into more than 20 languages. His first novel *The Suspect* sold more than one million copies worldwide. His latest novel is *Shatter*.

Books Alive is an Australian Government initiative, developed through the Australia Council for the Arts. The month-long campaign will run from 27 July 2008, and include the giveaway book, promotions, advertising, author tours and reading events across the country.

More detailed information on Michael Robotham, *Bombproof* and Books Alive are available and Sandra Yates is available for interview.

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