

THIN AIR 2011  
Winnipeg International Writers Festival  
624-100 Arthur Street  
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## **NEWS RELEASE**

### **INTRODUCING MANITOBA READS**

WINNIPEG – July 21, 2011 – The Winnipeg International Writers Festival has teamed up with McNally Robinson Booksellers and CBC Manitoba SCENE to launch *Manitoba Reads*, a friendly-but-fierce competition to choose a book for us all to read.

Based on the popular *Canada Reads* model, voters will choose between 16 books written by Manitoba authors. On July 30, the top eight books will go on to the next level. Four book advocates will each choose a finalist, and then debate them down to a single title on September 24 at the closing Mainstage show of THIN AIR 2011. The debate will then be broadcast the following morning on CBC's Weekend Morning Show.

"Manitoba Reads is a playful way to highlight some of Manitoba's fine writers," said Charlene Diehl, Director of THIN AIR. "It's also a salute to the many passionate readers in this province, and an invitation to pick up a great book and share the pleasure of discovery with others."

"Manitoba Reads brings attention to some of the best books by authors in our province," said Tory McNally of McNally Robinson Booksellers. "I think it is a great way to start the conversation about our local writing community and all they contribute to our cultural canvas. And, there is a lot to be said for reading the stories that reflect the interests and circumstances of Manitobans."

Online voting closes July 29, and each person who votes could win one of many prize packs that include an e-reader, THIN AIR festival passes and CBC book bags. To be eligible to win a prize, simply leave a comment after you vote and remember to vote once every day.

For more information about *Manitoba Reads*, visit [www.cbc.ca/manitoba/scene/books](http://www.cbc.ca/manitoba/scene/books).

#### ***About Thin Air***

*In September each year, Winnipeg welcomes writers from Canada and around the world for a week of readings, lectures, interviews, conversations, book launches and other events. Join us as we celebrate our 15<sup>th</sup> festival from September 18-24, 2011.*

*For more information about THIN AIR, visit [www.thinairwinnipeg.ca](http://www.thinairwinnipeg.ca). Be sure to also check out our blog at [thinairwinnipeg.blogspot.com](http://thinairwinnipeg.blogspot.com).*

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