

NEWS RELEASE: Monday 26 March 2018

Hay Festival and Bradford Literature Festival launch new partnership and pupil exchange

Hay Festival and Bradford Literature Festival have joined forces for the first time to launch a new pupil exchange programme, alongside a series of events specially curated by Bradford Literature Festival at Hay Festival 2018, celebrating the power of culture to help us understand the lives of others.

The new student exchange programme will see 10 Year 9 pupils from Bradford attend Hay Festival for two nights this May, while 10 Year 9 pupils from Powys and Herefordshire will attend Bradford Literature Festival in June. The exchange aims to expand and enrich both groups' life experiences, encouraging engagement and empathy, and using culture as a powerful transformational tool.

Seven events will be run in partnership with Bradford Literature Festival throughout the main Hay Festival 2018 programme: storyteller **Richard O'Neill** will entertain primary school pupils on the festival's opening day; poets **Shazea Quraishi**, **Jo Brandon** and **Aviva Dautch** offer their responses to Klimt; **Elif Shafak** talks about the philosophy of Rumi; **Scilla Elworthy** talks to **Sarfraz Manzoor** about the business plan for peace; **Akram Khan** presents *Black Holes and Multiverses*; **Remona Aly**, **Bidisha** and **Michael Stewart** discuss bad men and the Brontës; and there are creative writing workshops with poet **Anthony Anaxagorou**.

View the full Hay Festival 2018 programme at hayfestival.org. Booking is open now to Friends of Hay Festival online or via 01497 822 629; public booking opens Thursday 29 March.

Bradford Literature Festival Director, Syima Aslam, said: "We are delighted to be working with Hay Festival, and hope that this will be just the beginning of a groundbreaking, longer-term partnership between our organisations. Bradford Literature Festival was founded with the aim of giving our district's children and young people opportunities not only to improve literacy and engagement with literature, but to offer access to the arts and culture more broadly, ultimately opening the doors to new experiences that will inspire our young people for a lifetime. The exchange between the students of Powys and Herefordshire, and Bradford, perfectly encapsulates the ambitious, enquiring spirit of BLF more broadly, and we hope that the return visit from Hay will have a similarly enriching effect on our young visitors in the summer."

Aine Venables, Education Manager at Hay Festival, said: "Hay Festival has a longstanding commitment to sharing our work with young people across Wales and beyond through our Schools Days, Beacons Project, Hay Compass and Hay Academy programmes. We're delighted to partner Bradford Literature Festival to welcome more young people to experience Hay Festival and the wider rural experience of the Brecon Beacons National Park; the urban to rural exchange will be enriching for both groups."

Bradford Literature Festival was formed in 2014 by Syima Aslam, whose lifelong passion for books, and belief in the power of literature to inspire and effect change, led her to create a cultural and literary extravaganza celebrating the written and spoken word. In 2017 over 350 events took place across 10 days, capturing the hearts and imaginations of more than 50,000 people.

Hay Festival 2018 features over 600 of the world's greatest writers, global policy makers, pioneers and innovators in 800 events across 11 days. It showcases the latest ideas in the arts, sciences and current affairs, alongside a rich schedule of music, comedy and entertainment for all ages. A galaxy of literary stars gather to launch new work, while the biggest ever HAYDAYS and #HAYYA programmes give young readers the opportunity to meet their heroes and get creative.

The festival site is free to enter, with ticketed events in 10 tented venues, plus a range of sites to explore, including the Festival Bookshop; the HAYDAYS courtyard; the Hay Festival Wild Garden; creative workshops in the Make and Take Tent, the Scribblers Hut, The Cube and the Mess Tent; and market stalls, cafés, and restaurants.

In an age increasingly characterised by abbreviated content and algorithmic recommendation, Hay Festival promotes serendipitous discovery through the long-form, immersive experience, offering a platform for informed conversation and the chance for inspiration to take hold.

The Festival runs a wide programme of education work supporting coming generations of writers and culturally hungry audiences of all ages – Hay Festival Wales opens with two free Schools Days of programming, the Beacons Project gives students aged 16-18 the chance to learn from internationally acclaimed writers, students in tertiary education can get free tickets, and Hay Compass is a special space on site to learn and discover, with free access to inspiring speakers.

PROGRAMME IN BRIEF

Award-winning novelists discuss their work, including **Margaret Atwood, Ian McEwan, Alexander McCall Smith, Asne Seierstad, Anuradha Roy, Colm Tóibín, Jilly Cooper, Andre Aciman, Maggie O'Farrell, Rose Tremain, Deborah Levy, Salman Rushdie, Marian Keyes, Lionel Shriver, Kamila Shamsie, Alan Hollinghurst, Jojo Moyes, Rachel Cusk, Jack Zipes, Philip Pullman, Gail Honeyman, Ruth Jones, Simon Mayo, Juan Gabriel Vasquez and Javier Cercas**. Poets **Tishani Doshi, Owen Sheers and Mererid Hopwood** join **Margaret Atwood** in a special commemoration of Armistice 100.

Conversations around internationalism, democracy and peacekeeping feature world leaders, policy makers and award-winning journalists, including: political strategist **Donna Brazile**, General Secretary of the French Ministry of Foreign Affairs **Maurice Gourdault Montagne**, *Fire and Fury* author **Michael Wolff, Sarah Churchwell, A. C. Grayling, Gordon Brown, David Miliband**, the British Army's **Adrian Bradshaw**, former Israeli Prime Minister **Ehud Barak, Shashi Tharoor** and peace builder **Scilla Elworthy**. Gender equality and race dominate conversations on Britain today that include **Akala, Afua Hirsch, Rose McGowan, James O'Brien, Laura Bates, Helen Pankhurst, Germaine Greer and Robert Webb**.

The past is reimagined by leading historians including **Anthony Beevor, Helen Rappaport, Sujit Sivasundaram, Alison Weir, Melvyn Bragg, David Olusoga, Simon Schama, Bettany Hughes, Emily Wilson and Amy Lamé**. Meanwhile, education is interrogated as **Amanda Spielman** discusses Ofsted and the future of education.

Health and wellbeing take centre stage in sessions with **Ruby Wax, Suzanne O'Sullivan, Johann Hari, Edmund de Waal, Daniel Davis**, Alzheimer's Society ambassador **Wendy Mitchell** and **Bryony Gordon**. Meanwhile, **Nigel Shadbolt, Ella McPherson, Philip Ball, Akram Khan, Marcus du Sautoy, Richard Dawkins, Elisa Passini and Anne-Marie Imafidon** showcase the latest ideas in STEM with talks.

Hay on Earth looks at innovations in sustainability and the future of farming, with Secretary of State for Environment, Food and Rural Affairs **Michael Gove** and Google's sustainability lead **Kate Brandt**. Meanwhile, nature and travel writers take audiences around the world, including **Monty Don, Horatio Clare, Patrick Barkham**, and adventurers **Bear Grylls, Ursula Martin, Andy Kirkpartick** and **Chris Bonnington**.

Stars of stage and screen appear including **Andrew Davies** (*Les Misérables*), actors **Jim Broadbent, Simon Russell Beale** and an all-star **Letters Live** cast. There's comedy from **Russell Kane, Shazia Mirza, David Baddiel, Dara O'Briain** and **Bridget Christie**, with music from **Jake Bugg, Laura Mvula, Les Amazones d'Afrique** and **Gabrielle Aplin**, while **Goldie** presents his memoir *All Things Remembered*.

HAYDAYS and #HAYYA events feature **Ed Vere, Michael Morpurgo, Judith Kerr, David Walliams, Beverley Naidoo, Jacqueline Wilson, Cressida Cowell, Lucy Worsley, Lauren Child, Katherine Rundell, Juno Dawson, Holly Bourne, Patrick Ness, Patrice Lawrence** and **Alex Wheatle**. Workshops blend creative writing, illustration, textiles, coding, dance, drumming and animation, while RSPB Cymru and Rooted Forest School take young people outdoors.

Keep up to date with Hay Festival news by signing up to the newsletter [here](#) or follow:

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Notes to editors

For IMAGES, INTERVIEWS, FURTHER INFORMATION or to apply for PRESS ACCREDITATION, please contact Hay Festival publicity director Christopher Bone at christopher@hayfestival.org or 07506 522540.

About Hay Festival

www.hayfestival.org

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be.

Nobel Prize-winners and novelists, scientists and politicians, historians and musicians talk with audiences in a dynamic exchange of ideas. The Festival's global conversation shares the latest thinking in the arts and sciences with curious audiences live, in print and online. Hay Festival also runs wide programmes of education work supporting coming generations of writers and culturally hungry audiences of all ages.

In 1987, the festival was dreamt up around a kitchen table in Hay. Thirty-one years later, the unique marriage of exacting conversations and entertainment for all ages has travelled to editions in 30 locations, from the historic town of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and Denmark. The organisation now reaches a global audience of hundreds of thousands every year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media, including the BBC, Welsh Government Department of Education, Visit Wales, ACW, the British Council, Oxfam, TATA, Friends of Hay Festival, Baillie Gifford, Good Energy, and the National Trust.

Acclaimed author, actor and writer **Stephen Fry** is President of the organisation; **Peter Florence** is Director; and **Caroline Michel**, CEO of leading literary and talent agency Peters Fraser + Dunlop, is Chair of the Festival board.

Coming up...

- Hay Festival Wales, UK (24 May-3 June 2018)
- Hay Festival Querétaro, Mexico (6-9 September 2018)
- Hay Festival Segovia, Spain (20-23 September 2018)
- Hay Festival Arequipa, Peru (8-11 November 2018)
- Hay Festival Wales Winter Weekend, UK (22-25 November 2018)
- Hay Festival Cartagena de Indias, Colombia (31 January-3 February 2019)

About Bradford Literature Festival

www.bradfordlitfest.co.uk

The Bradford Literature Festival will run from 29 June-8 July 2018.

Bradford Literature Festival is run by Culture Squared, a community interest company, established to create high quality cultural activity that builds stronger communities through dialogue, cohesion and the promotion of intercultural fluency.



HAY FESTIVAL

imagine the world

Bradford Literature Festival is presented in association with Provident Financial Group, the title partner of the festival, and funded by Arts Council England and Bradford Council. The festival's university partner is the University of Bradford. The festival hotel partner is the Midland Hotel and the festival book partner is Waterstones.

Bradford Literature Festival is an international event spearheading Bradford's cultural renaissance, and is committed to raising aspirations and literacy levels in the city. Bradford has long been a hub for literature, diversity and culture. The richness of its communities, drawn from so many different countries, is a key inspiration behind the festival, igniting events that bring guests from around the world to Bradford and providing an opportunity to showcase the heritage and landscape of Bradford to the world. Annual festival highlights include a Brontë Heritage Weekend featuring talks and tours, and a comics convention with comics from across world cultures.

The festival's schools' initiative, which runs alongside the general programme, holds free events for students throughout the Bradford district. In 2017 our events engaged and inspired more than 12,000 young people.

The festival follows a unique ethical pricing structure, ensuring that people from all backgrounds are able to access events. Tickets are free to anyone on benefits, living in social housing, to refugees and asylum seekers, as well as being heavily discounted for students, senior citizens and those living with a disability. The festival programme is curated to engage with people from all cultures, ethnicities and religions, representing the changing face of contemporary Britain. In 2017 the festival was one of the most diverse events in the UK, with 49% BAME audiences and 42% BAME speakers.

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www.bradfordlitfest.co.uk

#BLF2018