



Writers' Alliance of Newfoundland and Labrador

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MEDIA RELEASE

For immediate release.

NEW READING SERIES BREATHES LIFE INTO AN OLD FAVOURITE

(March 17, 2010 – St. John's, NL) The Writers' Alliance of Newfoundland and Labrador (WANL) is delighted to announce the launch of a new reading series called Spring Tides. The series will include four to five readings each spring that showcase new and established authors. A reincarnation of the organization's monthly reading series, Spring Tides aims to host reading events across the province, two of which will be in St. John's.

The first Spring Tides reading event will feature renowned local author Bernice Morgan and up-and-comer Chad Pelley on Monday, March 29 at 7:00 PM at The Ship Inn, 265 Duckworth Street, St. John's. The reading is free and open to the public.

"The name, Spring Tides, was inspired by the natural phenomenon of highest and lowest tides, which occurs during a new or full moon," explains Théa Morash, Executive Director of the Writers' Alliance. "Yet we also love this name because Spring Tides alludes to the season in which the readings are held, and because of its implication of renewal and regeneration. Like a lot of writing, the reading series' name is layered with meaning. It's very fitting."

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The new reading series is part of a larger strategy by the organization to create greater audience appeal for its reading events; to complement, rather than compete with, other reading series and literary events in the province; and to offer more readings outside St. John's.

"It was time to give new life to an old favourite, the WANL Monthly Reading Series," continues Morash. "We're confident that we're doing just that. The monthly series was a misnomer—it wasn't monthly. Nor was it consistent in the annual number of readings it held or when those readings were held. We think the new reading series, Spring Tides, will be better able to build a stronger identity and to fulfill audience expectations."

WANL is also planning to change its approach to its fall readings, which have been funded by the Canada Council for the Arts. Details on those changes will be released later this year, pending funding for those readings.

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Established in 1987 to contribute to a supportive environment for writing in the province, the Writers' Alliance of Newfoundland and Labrador offers workshops, programs, and information to both professional and aspiring writers. <http://wanl.ca/>