

## Penguin and Orange Announce Winner of Readers' Group Prize

<http://www.penguin.co.uk/readers>  
<http://www.orangeprize.co.uk>

London, August 7 2002, Penguin and Orange are pleased to announce the winner of the first ever Penguin/Orange Readers' Group Prize 2002. Its aim: to find the reading group that demonstrated the most imaginative and diverse reading as a group.

The prize was launched in May and was promoted through Penguin's Readers' Group site [www.penguin.co.uk/readers](http://www.penguin.co.uk/readers), the Orange web site [www.orangeprize.co.uk](http://www.orangeprize.co.uk), local libraries and the Readers' Group magazine [newbooks.mag](http://newbooks.mag).

The group has won a trip to the Edinburgh Book Festival, lunch with a Penguin author and £200 worth of Penguin books. The group will also be attending the prize-giving Penguin/Orange author event, taking place at the festival on 24<sup>th</sup> August. Sue MacGregor, ex-presenter of Radio 4's *Today* programme, will be chairing a panel with authors Frank Kermode, Maggie O'Farrell, Shirley Hughes, Toby Litt, Melvin Burgess and Anne Fine who will be discussing the books that inspired them in childhood.

The competition was judged by best-selling author Maggie O'Farrell, Tom Palmer from Bradford Libraries, Denise Lewis, Group Director of Corporate Affairs at Orange and Kate Jones, Julie Duffy and Emma Williamson who work on Penguin's Readers' Group site. The eventual winner in the face of stiff competition, was *The National Women's Register Wokingham 1 Readers Group*. Entrants were asked to write about their readers' group, how they choose what to read, where they meet, and the books they have loved. The judges were looking particularly for original book choices, entries that would inspire timid readers and any innovative ideas.

Kate Jones, one of the judges from Penguin commented: " *There were several strong contenders for the first prize and choosing a winner was not easy. It was inspiring to read of so much passion for the pleasures of reading groups!*"

Denise Lewis, Group Director for Corporate Affairs at Orange explained why the winning group was chosen " *The Wokingham Book Group was a truly inspirational*

*group of people. The breadth of their choice of books, their desire to extend the boundaries of the reading group to embrace visual arts, films, exhibitions, and other contextual materials, presented an experience of reading groups which was challenging, stimulating and above all great fun. I'd like to be a member! "*

*The National Women's Register Wokingham 1 Readers Group from Berkshire was formed in 1980 and has 17 members who meet once a month in members' houses to discuss their chosen books. Valerie Moon who submitted the group's entry summed up their feelings on winning the prize: 'We've been walking on air since we heard that we had won the prize. And what a prize!'*

To read the winning entry log on to [www.penguin.co.uk/readers](http://www.penguin.co.uk/readers)

**For further information on the Orange Prize for Fiction 2002 please contact:**

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**For more information on the winning group and Penguin's involvement with readers groups please contact Emma Williamson**

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#### Notes to Editors

#### **Penguin**

- The Penguin Group is part of Pearson. Pearson is an international media company with market leading businesses in education, business information and consumer publishing. For more information visit [www.pearson.com](http://www.pearson.com)
- Penguin is one of Britain's top brand names. It is ranked as the 10<sup>th</sup> greatest media brand in the world (The World's Greatest Brands ed: Nicholas Kochan, Interbrand).
- The Penguin brand went online in 1995 and penguin.co.uk was re-launched with a brand new look in October 2000, covering a wide range of books and authors, from Zadie Smith and Steven Pinker to Jamie Oliver and Nick Hornby. Site statistics show consistent growth in visitors to penguin.co.uk, with visitor figures since re-launch up by 90% and page impressions increased by 70%.
- Penguin's Readers' Group website [www.penguin.co.uk/readers](http://www.penguin.co.uk/readers) was launched in March 2001 and now has over 1400 subscribers

#### **Orange**

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- Orange provides a broad range of personal communications services, including Orange GSM 1800 services and other digital cellular telephone services.
- In August 2000 Orange plc was acquired by France Telecom, leading to the creation of Europe's second largest mobile operator. The new Orange has operations in 20 countries across Europe and beyond, and aims to have a presence in markets covering 1.5 billion people worldwide by 2005.
- As at the end of December 2001, Orange had over 12.4 million customers in the UK, 17.8 million in France and approximately 39.3 million controlled customers worldwide.
- In May 2001, for the fourth consecutive year, the J.D. Power and Associates study on the UK mobile market ranked Orange number one for customer satisfaction.
- Orange provides high quality coverage to 99% of the UK population and over 80% of the geographic area. Coverage is based on hand portable, unlike some other operators which choose to base their coverage on boosted car kits.
- Orange UK now offers roaming on 259 networks in 116 countries.
- Information about Orange can be found on the Orange website at [www.orange.co.uk](http://www.orange.co.uk) and media information can be found at [www.orange.com](http://www.orange.com)

**For further information, call the Orange media centre on 020 7984 2000**