

Press Release



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Newton sponsors First Book Award at Edinburgh Festival

Edinburgh International Book Festival visitors given opportunity to vote for favourite debut author

Newton*, part of BNY Mellon Asset Management, has announced its sponsorship of the Edinburgh International Book Festival's First Book Award.

This latest sponsorship is testament to Newton's commitment to foster talent and ideas, encourage innovation and inspire success. The festival affords new writers the opportunity to make their mark in the literary world. This year, Newton has also committed to a three-year sponsorship of the Royal Academy of Arts Schools and is sponsoring the women's rowing clubs of Oxford and Cambridge throughout the summer of 2011.

The Edinburgh International Book Festival will take place between 13-29th August 2011 in the historic Charlotte Square Gardens, centrally located in Edinburgh's world heritage listed Georgian New Town. The event forms part of the larger arts festival of jazz, film, art and fringe which has made Edinburgh famous as an international centre for art and culture. Now in its second year, the First Book Award is voted on by the public from a nominated list of 45 authors, many of whom will go on to forge international careers.

Helena Morrissey, chief executive officer of Newton*, comments: "We have sponsored the First Book Award because we want to encourage and develop new talent. We understand how difficult it can be to win recognition and to achieve that all important first break in a very competitive industry."

The 2011 Newton First Book Award nominees and latest updates on voting & results can be found on the [Edinburgh Book Festival First Book Award site](#).

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