PRESS RELEASE

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THE ICELANDERS COMETH
A Jolabokaflod Book Campaign Project

The Jolabokaflod Book Campaign and CrowdPatch launch a project to bring the Icelandic tradition of giving to the UK and support libraries by raising money on their behalf to buy books by our partner Icelandic authors.

The Jolabokaflod Book Campaign has joined forces with social enterprise crowdfunding platform CrowdPatch to launch The Icelanders Cometh campaign and bring the Icelandic tradition of buying books for loved ones for Christmas to the UK. The aim of the campaign is to raise £2,304 or more through crowdfunding (CrowdPatch) to give to participating libraries. This end figure was chosen to highlight the date of World Book and Copywriter Day. Libraries will use these funds to buy books from our partner Icelandic authors.

Donations can be made via PayPal directly at The Icelanders Cometh profile page on CrowdPatch.

www.crowdpatch.co.uk/icelanders-cometh/

Using this rewards-based crowdfunding method to raise funds will highlight the power of social enterprise, and CrowdPatch is a unique host for this project as it does not take a percentage fee of funds raised and encourages people to get involved by volunteering. All funds received are spent on books for the participating libraries. In addition, a range of 10 rewards are on offer in exchange for donors’ financial contributions.

The Icelanders Cometh has teamed up with publishers to bring 4 award-winning Icelandic authors into the project, as well as the rich literary heritage of sagas and eddas.

Arnaldur Indriðason (Vintage)
Ragnar Jonasson (Orenda Books)
Hallíðór Laxness (Vintage)
Yrsa Sigurðardóttir (Hodder & Stoughton)

Plus anonymous scribes of Icelandic sagas and eddas from Penguin Classics and Oxford World Classics (OUP).

Hodder & Stoughton, Vintage and Orenda Books will be supporting the project on social media, and libraries will buy books by these authors with the funds raised.

The project will highlight the importance of helping libraries just as the House of Lords hold talks about the funding crisis libraries face, and the cultural, civic and educational value they bring to society, on the 13th October 2016. It will also highlight the power of social enterprise as a force for good in the book trade, encouraging others to start similar crowdfunding projects of their own.
Christopher Norris, Founder and Curator of Jolabokaflod Book Campaign, said: ‘The Icelanders Cometh introduces great Icelandic writers to British readers and showcases how anyone in the world can run a Jolabokaflod crowdfunding project. Let’s smash the target and raise money for libraries - they need our help.’

For more information on The Icelanders Cometh project please contact Emma Daley 07772 057841 / ekgdaley@gmail.com or visit the Jolabokaflod website https://jolabokaflod.org/about/crowdpacth-projects/

With thanks to our partners