



Mills & Boon[®] score with the romance of Rugby

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Mills & Boon has been announced as a finalist for The Licensing Awards for its high-profile partnership with the Rugby Football Union (RFU) earlier this year.

The seemingly unlikely affiliation, which resulted in a series of eight rugby-themed romance titles, launched in spectacular style in January 2009 at a glittering party at Twickenham Stadium. Out of 4,500 licensed products entered for the awards, the publisher has reached the final five in the category for **Best Licensed Written, Listening or Learning Award**.

'Mills & Boon romances and rugby are an irresistible combination – from the thrill of the pursuit, to the euphoria of realising one's goals (whether romantic or sporting!),' says Clare Somerville, Sales & Marketing Director of Harlequin Mills & Boon. **'This is wonderful news and we are delighted with the success of this collaboration.'**

Launching on 1st February 2009, each title in Mills & Boon's limited-edition **International Billionaires** series features great rugby moments and brooding alpha-male sporting heroes, offering all the passion, romance and glamour we have come to expect from Mills & Boon, plus a little added ruck and maul.

'Rugby has always been a game enjoyed by women – for obvious reasons!' says Jane Barron, Licensing & Marketing Manager for the RFU. **'A partnership with Mills & Boon has been a fantastic way to encourage more women and their families to get involved with the game.'**

The prestigious awards, announced in London on 10th September, celebrates the most innovative and successful licensing partnerships of 2009. For more information, visit www.thelicensingawards.co.uk.



About Mills & Boon: Last year, romance publishers Mills & Boon celebrated its 100th birthday as one of the world's most enduringly popular brand names in publishing. In the past 50 years alone, Mills & Boon characters have shared 10,325 weddings, 29,500 kisses and 35,250 embraces. Published in 26 languages and available in 109 countries, a Mills & Boon book is sold every 3 seconds in the UK, with over 200 million books sold every year.

***Blackmailed into the Greek Tycoon's Bed* by Carol Marinelli is published this August, priced £3.19. eBook versions of all the Mills & Boon Rugby titles can be bought [here](#).**

For review copies, interviews or further information about Mills & Boon, please contact Ann Bissell or Alexander Martin at Midas Public Relations on 020 7361 7860 or email ann.bissell@midaspr.co.uk or alexander.martin@midaspr.co.uk
