



Wraps come off 2010 Emirates Airline International Festival of Literature

Thirty three remarkable international authors to be among the central characters of thrilling EAIFL sequel

22 June 2009, Dubai, UAE: The first collection of central characters in the eagerly anticipated sequel to the Emirates Airline Festival of Literature (EAIFL) was announced today. Thirty three international authors have already confirmed their participation in the Middle East's largest annual literary festival, guaranteeing EAIFL 2010 will be another captivating bestseller. The Festival will be held under the patronage of the HH Sheikh Majid Bin Mohammed Al Maktoum, Chairman of Dubai Culture, from 10th to 13th March 2010.

"The setting is stunning, with an inspired plot and thirty three remarkable characters already on the scene - EAIFL 2010 promises to be a literary masterpiece. EAIFL will provide an unmissable weekend of debates, storytelling and poetry reading so make sure you mark 10th – 13th March 2010 on your calendars today," said Isobel Abulhoul, Festival Director. "We've incorporated a lot of feedback from attendees of EAIFL 2009 and we are bringing together a diverse and balanced line-up of authors that represent the interests of the different communities living in Dubai."

Some of the leading lights of international fiction have already signed up to participate in the 2010 Festival, including Martin Amis, Mark Billingham, Tim Butcher, Christopher Cleave, Isabel Fonseca, James Meek and Alexander McCall Smith. Non-fiction stars include cookery writer and broadcaster Anjum Anand, historian William Dalrymple, best-selling author of *'33 Strategies of War'*, Robert Greene, historian Robert Lacey, one of the leading experts on

history and international relations, Margaret MacMillan and biographer DJ Taylor.

Arabic literature will be represented by some of the foremost contemporary Arabic authors including Sudanese writer Leila Abouleila, celebrated Libyan poet Khaled Mattawa, distinguished author Adhaf Souief, Palestinian writer and winner of the 2008 Orwell prize, Raja Shehadeh, Arabic Booker prize-winning author, Bahaa Taher and Winner of the 2009 Arabic Booker prize, Professor Yossef Ziedan.

Children and young adults set for treat as ‘superstar’ authors sign up for EAIFL 2010

In response to demand from visitors to EAIFL 2009, the 2010 programme will showcase even more children’s authors and writers for young adults. The line-up of children’s authors will include Caroline Lawrence, best known for “*The Roman Mysteries*” series of historical novels for children and Michelle Paver, author of the very popular “*Chronicles of Ancient Darkness*” series. Young children will be delighted to hear that the Sunday Times bestselling children’s author Gervase Phinn as well as Ian Whybrow, author of “*Harry and the Bucketful of Dinosaurs*” series will be in attendance.

EAIFL 2010 has secured some of biggest names in the young adults genre including the best-selling author Conn Iggulden and Darren Shan, author of the vampire series “*Saga*” and the demon series “*The Demonata*”. Adult fiction writer Mark Billingham also writes novels for young adults under the pseudonym of Will Peterson and he will be on hand to talk about his popular trilogy of paranormal thrillers for older children.

Maurice Flanagan, Executive Vice Chairman, Emirates Airline and Group, said: "Continuing on the tremendous success of last year's inaugural festival, Emirates is proud to continue its sponsorship of this pioneering event. Emirates is a dedicated supporter of the arts and culture, both locally and internationally. Through EAIFL, we work to continue to support literature and the growth of this creative industry. As a multi-award winning airline, we value creativity and innovation and recognise this in masters of the written word."

A number of popular authors from EAIFL 2009 will be returning to Dubai for EAIFL 2010. On the English language side these include author and broadcaster Kate Adie, author and translator Denys Johnson Davies and biographer Alexander Maitland. Returning Arabic authors include Iraqi poet Fadhil al-Azzawi, Emirati poet and film-director Nujoom al Ghanem, Emirati writer HE Mohamed Al Murr and Iraqi author Samuel Shimon.

There will be an increased emphasis on education and learning at EAIFL 2010. Last year's creative writing workshops will be back by popular demand alongside new subject areas such as drama and translation.

About EAIFL:

The Emirates Airline International Festival of Literature (EAIFL) is a celebration of literature in all its forms. As the Middle East's largest annual literary festival, it offers residents and overseas visitors the opportunity to meet famous authors, attend literary debates, listen to readings and participate in workshops. Attendees can also enjoy the many Fringe activities that are held as part of the festival. EAIFL 2010 will take place from 10th to 13th March at the InterContinental Hotel, Dubai Festival City. Sign up to our EAIFL newsletter on www.eaifl.com

About Emirates:

Emirates is one of the fastest growing airlines in the world. With a fleet of 134 modern aircraft, it flies to more than 100 destinations across six continents. Emirates has won more than 400 international awards for its products and services and supports a wide range of sports and cultural activities around the world. It is proud to be the title sponsor for the Emirates Airline International Festival of Literature.

The Dubai Culture and Arts Authority offers its full support to the Emirates Airlines International Festival of Literature, which complements our holistic approach to the celebration and promotion of talent and creativity in culture and the arts. The Festival continues to offer its audiences an exhilarating, educational and inspirational experience, and we are eager to support the very best in local, national and international writers. It opens up a new and exciting

cultural dimension and we appreciate and welcome the efforts of Emirates Airline for helping actualize this great initiative. We are confident that the Emirates Airlines International Festival of Literature will grow to become a must-attend event on the global literary calendar.

For general information on EAIFL, please visit www.eaifl.com

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