



Personnel Change Announcement:

## **The Vancouver Writers Fest Hires Director of Development + Marketing and Publicity Manager**

**Vancouver, BC** - The Vancouver Writers Fest announces the hire of Andrew Forshner as Director of Development, and Zoe Grams of ZG Communications as Marketing and Publicity Manager, for 2016.

These hires will replace Ann McDonell, Director of Marketing and Development, while she takes a year of leave starting January 28. McDonell has worked with the Vancouver Writers Fest since 2001.

**Andrew Forshner** is a fundraising professional with extensive experience in developing events and campaigns. He has previously worked with the Victoria Film Festival and Variety – The Children’s Charity. He also sits on the board of Rumble Productions, an interdisciplinary theatre company. Andrew will oversee all fundraising for the Writers Fest, including private sector, corporate and sponsorship donations and – in doing so – enact the organization’s 2016 fundraising strategy.

**ZG Communications** is a marketing agency dedicated to the publishing industry. ZG works with publishing houses, authors and charities across Canada, and is led by Principal Zoe Grams. The agency will work as a contractor within the position of Marketing and Publicity Manager, overseeing the Vancouver Writers Fest’s marketing department, including advertising, marketing, social media and all publicity relating to the festival and year-round events.

### **About The Vancouver Writers Fest**

The Vancouver Writers Fest is one of North America’s premier producers of literary events. The Society presents an annual six-day Festival in late October, the Incite reading series in the spring and a host of other literary and fundraising events throughout the year. Vancouver Writers Fest activities attract 22,000+ readers of all ages annually.

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### **Media Contact:**

Zoe Grams, ZG Communications

[zoe@zgcommunications.com](mailto:zoe@zgcommunications.com), t: +1 604 336 3822, c: +1 604 500 3822