



**Press Information: *for immediate release Friday, 15 January 2010***

## ***NEW BRAND - NEW DECADE ....***

### **RAINTREE FORMERLY HEINEMANN LIBRARY**

**FROM JANUARY 2010 -**

### ***RAINTREE: CAPTURING INTEREST – UNLOCKING POTENTIAL***

From January 2010 the publisher Heinemann Library that has brought the UK's libraries and classrooms the best of non-fiction information books for over 15 years, will be known as Raintree Publishers. The newly branded Raintree continues to offer the best of Heinemann Library's well known non-fiction and digital collections as well as the original Raintree series catering for reluctant readers.

In 2010 Raintree will expand its established list into new genres. In addition to the non-fiction information books for which it is so well known, the 2010 schedule sees the launch of new series of graphic non-fiction, general fiction, graphic fiction and, with exclusive rights in the UK education market, Raintree will launch the first series of DC Comics chapter books.

*"2010 is an exciting year for us," says Managing Director Miles Stevens-Hoare. "Our new name and brand, Raintree, embraces everything we do, not just hi-lo titles. By combining all our publishing under one respected imprint our aim is to reduce confusion and build a strong identity in the marketplace offering resources that captivate all readers. As we start the new decade we are introducing a brand new range of fiction to compliment our popular non-fiction collections. Our name may have changed but we continue to guarantee all our customers high quality, engaging books that will captivate young readers."*

Raintree's aim is to '*capture the interest and unlock the potential*' of children and young people by introducing them to the joy of reading. Every book and digital resource is designed to interest and inspire young readers, maximising their enjoyment, personal growth and academic development as measured by the curriculum.

Renowned for both the quality of its production and its comprehensive range of publishing, Raintree remains a popular choice for anyone involved with children and young people's learning and development up to the age of 16 whether in schools, school libraries, public libraries or the home. By combining the talents of authors, curriculum experts, editors, and designers Raintree ensures that

topics, text, and graphics are always "just right". All titles are guaranteed to captivate young readers at every age, stage and ability up to 16 years.

Few things in life are more rewarding than helping a child fall in love with reading. Reading is a basic skill that opens doors to all learning. It feeds the imagination, introduces children to other lands and cultures, sparks curiosity in our universe, builds empathy and understanding, and enhances their chances of success in life.

### **Ends/January 2010**

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#### **History of Raintree**

Heinemann Library was launched in the mid 1990s to provide the best in non-fiction information books for libraries and classrooms. The list was developed to provide real books for schools and libraries that would support the curriculum and motivate readers to find out more about the world around them. Over the years, we have worked closely with librarians and teachers to ensure that we respond to our readers' curriculum needs and interests. Heinemann Library established itself as the leading publisher for school libraries and expanded into digital resources, launching Heinemann Explore in 2001.

In 2004, Raintree was launched alongside Heinemann Library to cater for the needs of reluctant readers and those in need of additional support. Raintree's combination of high quality content and accessible reading levels quickly established it as a favourite with teachers and librarians through a combination of exciting and accessible content in collections such as Raintree Fusion, Raintree Perspectives, and Freestyle. Since then, Heinemann Library and Raintree have continued to cater for the needs of every young reader.

In 2008, Heinemann Library and Raintree were purchased by Capstone Publishers, a company with a strong focus on the school and library market in the US. In January 2010, the company was rebranded Raintree – incorporating Heinemann Library & Raintree under one banner.

#### **Community & Charity**

Raintree (formerly Heinemann Library) supports a range of community and charity projects in order to benefit literacy and learning in the wider community. Current projects include the Rose Hill Read & Swap Community Library, Oxford; 12 scholarship places at either Oxford Brooks or Oxford University for students studying primary teaching, English literature, English language or graphic design; free download on how to deal with swine flu. Raintree is currently planning their involvement in various national literacy and educational initiatives in 2010. Details will be announced early in the Year.

For further information please see [www.raintreepublishers.co.uk](http://www.raintreepublishers.co.uk)