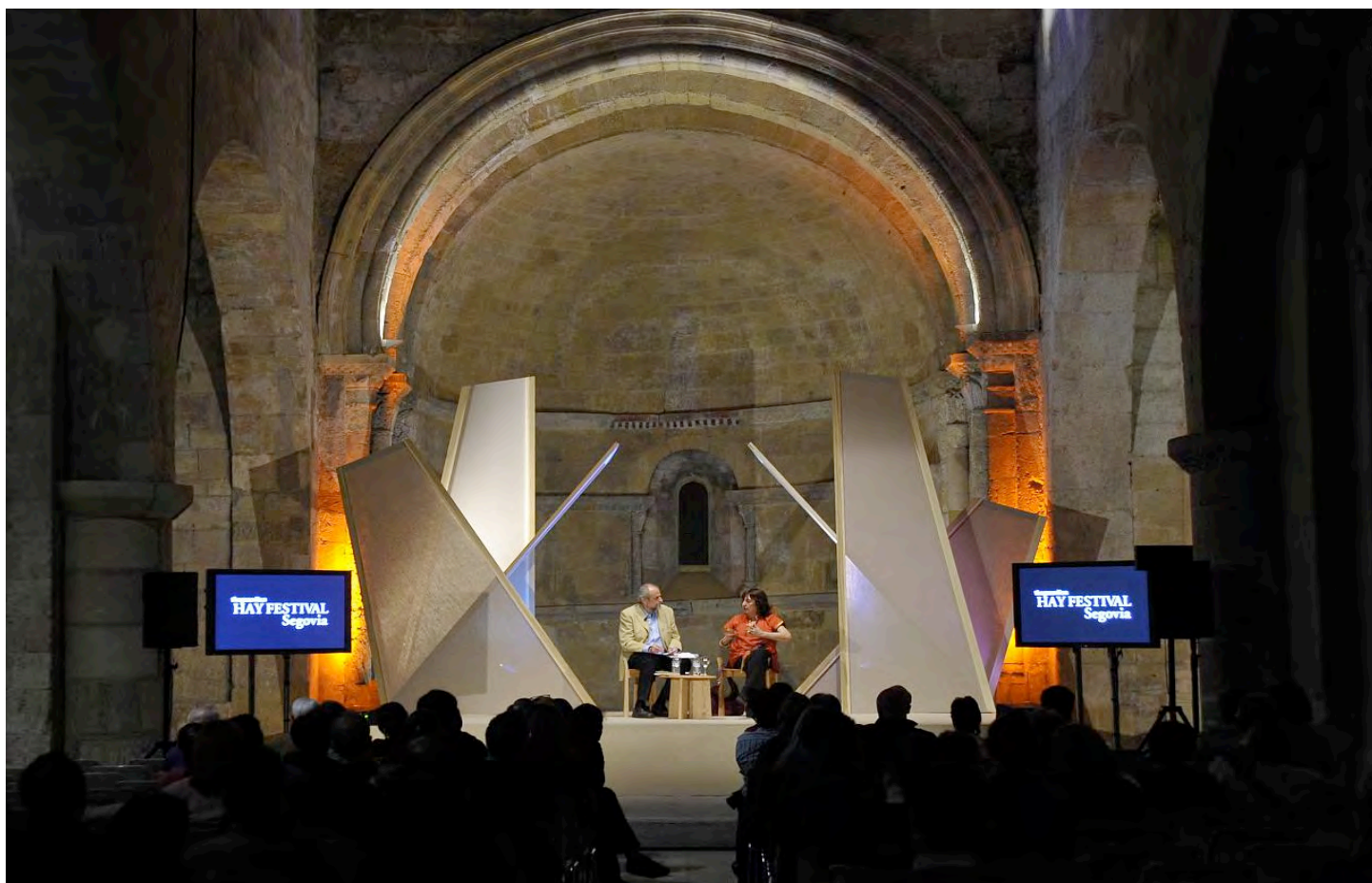


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# HAY FESTIVAL Segovia



## Hay Festival Segovia 2008

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## Hay Festival

Hay Festival of Literature has been organising a literary festival (The Guardian Hay Festival) for twenty one years in Hay-on-Wye, a small Welsh town with a population of 1,300. This ten day event brings together 400 writers and artists and an audience of 120,000 people, of whom 500 are journalists, making it one of the most important literary festivals in the world: [www.hayfestival.com](http://www.hayfestival.com). The festival is made up of over 450 events over a period of 10 days, including public interviews and talks with figures from the worlds of literature, politics and art in an atmosphere of music, exhibitions and celebration.

Amongst others, Bill Clinton attended this event in 2001 and 180 million people around the world watched his speech on the BBC World. As one of the world leaders in this field, Hay has created international festivals in other parts of the world since 2006: *Hay Festival Cartagena de Indias*, *Hay Festival Segovia* and *Hay Festival Alhambra*.

2008 saw the festival celebrate it's twenty first birthday, with 477 events. Speakers included Gore Vidal, John Irving, President Jimmy Carter, Joseph Stiglitz, and Ian McEwan.



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# HAY FESTIVAL Segovia

## Welcome to Hay Festival Segovia 2008

Welcome to the Hay Festival in Segovia.

Come and listen to new stories, talk about new ideas, dance to new beats, and eat with new friends. Come and think again about your life, about the last 40 years, about the wealth of difference across the world. Come to Segovia and join the party.

We are deeply grateful to the hundreds of people who have worked together to make all this happen over this long weekend. It takes a vast coalition to make this amount of fun for so many guests, and we're blessed with imaginative and spectacularly generous partners.

The writers and musicians and artists at the festival remake our world afresh. They are interesting, entertaining and liberating. The people of this wonderful town have given us space. All we have to do is give time. Let's enjoy every minute together.

María Sheila Cremaschi & Cristina Fuentes La Roche



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# HAY FESTIVAL Segovia



The Festival in numbers...



The Festival in words...



The Festival in Images...



The Festival in the Media...



The Volunteer Programme...

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# HAY FESTIVAL Segovia

## The Festival in numbers

- 4 days
- 64 speakers of 15 nationalities
- 33 events
- 2 concerts
- 2 parties every night
- 4 venues
- 30,000 participants
- 20% of tickets free for students
- 500 VIP and press passes
- 200 students on the volunteer programme
- 157 articles on web pages
- 18 articles in the international press
- 37 articles in the national press
- 66 articles in the regional press
- 18 hours of radio and television broadcast time

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**HAY FESTIVAL**  
Segovia

**The Festival in pictures**



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# HAY FESTIVAL Segovia

## The Festival in the media

Estimated coverage in the media

Articles published on the Internet

In national sites: 157

In international sites: 31

Total articles: 198

Furthermore the Guardian Hay Festival Segovia 2008 was mentioned in a variety of blogs relating to literature, education, culture and tourism.

Articles in the National Press

Over 37 pieces, including daily full page coverage in the main nationals during the festival.

Coverage principally in El País, (including Babelia), El Mundo, ABC, La Razón, El Público and La Vanguardia.

Articles in the International Press

In total 18 articles

Including coverage in UK, Italy, Portugal France, The Czech Republic and Argentina.

Articles in the Local Press

Over 66 pieces in the local press

13 front page mentions

29 full page articles

Coverage principally in El Adelantado de Segovia and El Norte de Castilla

Magazine coverage in Vanity Fair, Cosmopolitan, Mujer de Hoy & In Style

In total over 200 pieces and mentions in print media.

Radio and Television broadcasting

Over 18 hours of television and radio broadcast - including round ups, author interviews and event clips.

Including coverage on: Radio Nacional España, Canal 4, Cadena Ser, Celda TV and Euskaltelebista.

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# HAY FESTIVAL Segovia

## Hay Festival Volunteer Programme

- The Hay Festival volunteer programme is run by Pete and Stella Ward, who trained the volunteers in advance of the festival. This year over 200 students from local universities volunteered for the duration of the festival.
- Two students from BUILT High School, Wales took part in a cultural exchange, and were accompanied by their headmistress, who also volunteered as a steward.
- Four students from Hereford Cathedral School also travelled to Segovia, and took part by stewarding, looking after authors and interviewing them for their school magazine.





## With thanks to our participants

TOMÁS ALCOVERRO, Spain  
ALFONSO ALEGRE, Spain  
LUIS ALEMANY, Spain  
JON LEE ANDERSON, America  
JAVIER ARGÜELLO, Spain  
CLAIRE ARMITSTEAD, UK  
BERNARDO ATXAGA, Spain  
ADAM AUSTERFIELD, UK  
OUIDAD BENMOUSSA, Morocco  
ISABELLA BOSSI FEDRIGOTTI, Italy  
NICK BROOMFIELD, UK  
RÓMULO BUSTOS AGUIRRE, Colombia  
FERNANDO CASTRO FLÓREZ, Spain  
CARME CHAPARRO, Spain  
ABDELKADER CHAUI, Morocco  
GILLIAN CLARKE, UK  
ANTONIO COLINAS, Spain  
EDGARDO COZARINSKY  
JUAN CRUZ RUIZ, Spain  
CARMEN DE LA GUARDIA  
JAVIER DEL PINO, Spain  
RAÚL DEL POZO, Spain  
BEATRIZ DE MOURA, Spain  
JUAN MANUEL DE PRADA, Spain  
CHRISTOPHER DOMÍNGUEZ, Spain  
ÁLVARO ENRIGUE, Mexico  
CRISTINA FERNÁNDEZ CUBAS, Spain  
JESÚS FERRERO, Spain  
AMINATTA FORNA, UK  
ESPIDO FREIRE, Spain  
JESÚS GARCÍA CALERO, Spain  
JUAN GOYTISOLO, Spain  
CRISTINA GRANDE MARCELLÁN  
JULIÁN GRAU SANTOS  
JORGE HERRALDE, Spain  
ÁNGEL ANTONIO HERRERA  
ANDRÉS IBÁÑEZ, Spain  
MICHAEL JACOBS, UK  
PABLO JIMENEZ BURILLO, Spain  
N'FALY KOUYATE, Guinea  
SETH LAKEMAN, UK  
ALEJANDRO LORCA, Spain  
AURELIO MAJOR, Spain  
FERNANDO MARÍAS, Spain  
AURELIO MARTÍN, Spain  
IGNACIO MARTÍNEZ DE PISÓN, Spain  
GUSTAVO MARTÍN GARZO, Spain  
JUAN ANTONIO MASOLIVER, Spain  
RICARDO MENÉNDEZ SALMÓN, Spain  
MARIO MERLINO, Spain  
SAID MESSARI, Morocco  
LANDRY-WILFRID MIAMPIKA, Nigeria  
ROBERT MINHINNICK, Ireland  
JUAN MOLLÁ, Spain  
DANIEL MORDZINSKI, Argentina  
JAVIER MORENO, Spain  
MICHAEL MORPURGO, UK  
MICHAEL ONDAATJE, Canada  
JOSÉ LUIS PARDO, Spain  
DANIEL PENNAC, France  
CARMEN POSADAS, Spain  
BENJAMÍN PRADO, Spain  
PAUL PRESTON, UK  
DANNY QUAH, UK  
LAURA REVUELTA, Spain  
PEPE RIBAS, Spain  
JOSÉ MARÍA RIDAO, Spain  
CARME RIERA, Spain  
FERNANDO R. LAFUENTE, Spain  
JUAN MANUEL ROCA  
JOSÉ ANDRÉS ROJO, Spain  
FÉLIX ROMEO, Spain  
ALBERTO RUY SÁNCHEZ, Mexico  
ANDRÉS SÁNCHEZ ROBAYNA, Spain  
BERNABÉ SARABIA, Spain  
PETER SCHNEIDER, Germany  
OWEN SHEERS, UK  
GILES TREMLETT, UK  
MARIO VARGAS LLOSA, Peru  
JUAN GABRIEL VÁSQUEZ  
JAVIER VILLÁN ZAPATERO  
TOMÁŠ VRBA, Czech Republic  
KLAUS WAGENBACH, Germany  
DIANE WEI LIANG, China  
JASON WILSON, UK  
ALEJANDRO ZAMBRA, Chile

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# HAY FESTIVAL Segovia

## Sponsors Presence

Banners throughout the town and the festival areas.

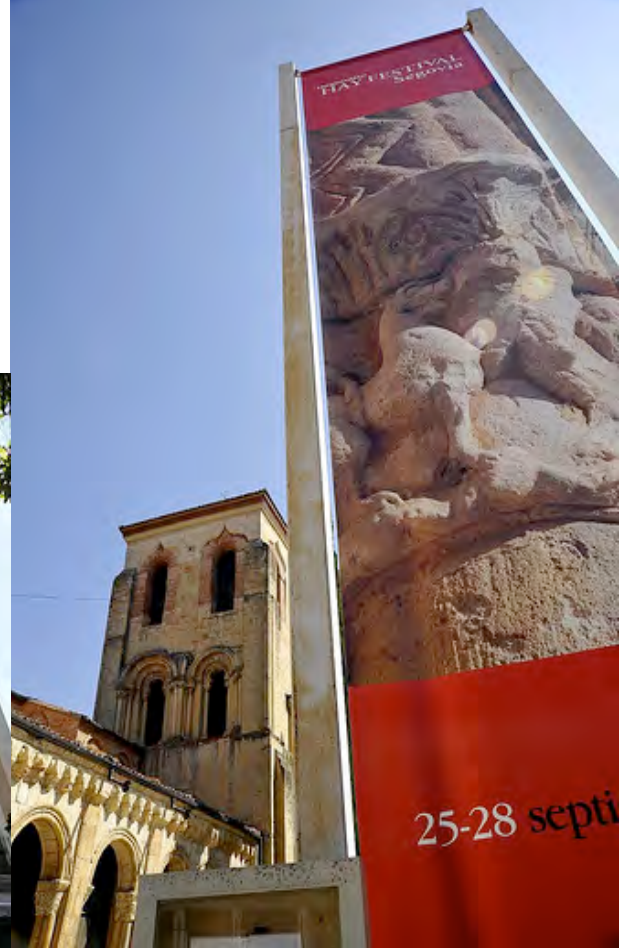
Logos projected onto screens before each event.

Logos in the programme (20000 printed).

Logos on the Hay Festival webpage. Over 4 million visitors per annum.

Event invitations to all sponsors.

Sponsorship allows for 20% of all tickets to be made available free to students.



Thank you ...

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The Delfina Foundation

