

Public vote for PASSION in the RNA's 50th Anniversary Year

The Romantic Novelists' Association (RNA) is pleased to announce the creation of The RNA's Pure Passion Awards, in celebration of the Golden Anniversary of the founding of the Association.

Each year, the very finest romantic fiction has been recognised by the long-standing and hotly-contested Romantic Novel of the Year and Love Story of the Year awards. The RNA is proud to offer more chances to salute the best writers and best stories through a number of new awards and a major national promotion in retail outlets and in libraries.

The initiative has the support of leading publishers and high street retailers and will see posters and stickered books in shops and supermarkets and coverage in the press, reinforcing the RNA Pure Passion Awards as a major industry event.

RNA Chair Katie Fforde said, 'In our 50th year we are celebrating with more awards and more opportunities which provide a wonderful opportunity for readers to be introduced to writers they may not yet have heard of.

'We are proud to showcase contemporary women's fiction, chic lit, sagas, and historical fiction. Some are written by newcomers and some by more established authors. What links them all is that they have been selected by discerning readers to be loved by everyone.'

The 50th Anniversary celebration will include the presentation of the much-loved Romantic Novel of the Year and Love Story of the Year awards. The new awards introduced this year are The People's Choice Award, The Rom Com Award, and the Romantic Film of the Year. The RNA is pleased to include The Harry Bowling Prize for New Writing as part of its celebration. Two RNA Lifetime Achievement Awards will also be presented at the Anniversary event.

The Romantic Novel of the Year is chosen from a shortlist of six titles which have been selected by the reading public from more than 150 nominated books. The winner is selected by three independent judges. The shortlist, in alphabetical order by author name, is:

<i>Passion</i>	Louise Bagshawe	Headline Review
<i>Fairytale of New York</i>	Miranda Dickinson	Avon (Harper Collins)
<i>Lost Dogs and Lonely Hearts</i>	Lucy Dillon	Hodder & Stoughton
<i>A Glimpse at Happiness</i>	Jean Fullerton	Orion
<i>The Glass Painter's Daughter</i>	Rachel Hore	Pocket (Simon & Schuster)
<i>The Italian Matchmaker</i>	Santa Montefiore	Hodder & Stoughton

The Love Story of the Year is for a shorter romance where there is a strong emphasis on the developing central relationship. A shortlist of six is again chosen by the reading public, with the winner selected by three judges. The shortlist is:

<i>The Notorious Mr Hurst</i>	Louise Allen	Harlequin Mills & Boon
<i>Animal Instincts</i>	Nell Dixon	Little Black Dress
<i>Always the Bridesmaid</i>	Nina Harrington	Harlequin Mills & Boon
<i>Fair Deception</i>	Jan Jones	Robert Hale
<i>The Wedding Party</i>	Sophie King	Hodder
<i>Claimed for the Italian's Revenge</i>	Natalie Rivers	Harlequin Mills & Boon

The People's Choice Award

To celebrate the modern nature of the Pure Passion Awards, the RNA has created a special 'current award' to recognise key new or developing authors in the romantic genre with paperbacks out in the spring.

In keeping with the RNA's desire to help good new romantic writers achieve prominence, publishers were invited to submit books by authors in whom they believe passionately and who would benefit from being part of the 50th Anniversary Awards event. Expert romantic writing buyers at key retailers were then asked to select their favourite six for the shortlist.

The winner of this award is chosen by the public. Readers are invited to read as many of the new paperbacks as possible and vote for their favourite at the poll website www.lovereadings.co.uk/purepassion. The shortlist is:

<i>Missing You</i>	Louise Douglas	Pan
<i>Remembrance Day</i>	Leah Fleming	Avon
<i>I Heart Hollywood</i>	Lindsey Kelk	Harper
<i>Rich Girl Poor Girl</i>	Lesley Lokko	Orion
<i>Heiresses</i>	Lulu Taylor	Arrow

The Rom Com Award is organised and administered in the same way as the Romantic Novel of the Year. To reach the shortlist, the books must really tickle readers' funny-bones. The winner is chosen by a panel of writers and readers selected by the RNA. The shortlist is:

<i>Diamonds are a Girl's Best Friend</i>	Jenny Colgan	Sphere
<i>The Nearly-Weds</i>	Jane Costello	Simon & Schuster
<i>50 Ways to Find a Lover</i>	Lucy-Anne Holmes	Pan
<i>Rumour Has It</i>	Jill Mansell	Headline Review

RNA Romantic Film of the Year

Romance is a theme that moves easily from the printed page to film. The RNA celebrates this shared love of romance by selecting the finest romantic adaptations released as a film in the UK during 2009.

Once again the public will help select their favourite adaptation on the partner website www.lovereadings.co.uk/purepassion. These votes will be added to the views of the RNA expert panel to select the winner. The shortlist is:

<i>Confessions of a Shopaholic</i>	Sophie Kinsella	Black Swan (Transworld)
<i>An Education</i>	Lyn Barber	Penguin
<i>The Time Traveller's Wife</i>	Audrey Niffenegger	Vintage (Random House)
<i>Twilight: New Moon</i>	Stephanie Meyer	Atom, Little Brown

The Harry Bowling Prize for New Writing

Awarded every two years, and now for the first time included in the RNA Awards, this prize is given to the best first chapter and synopsis submitted by an author who has not yet had an adult novel published. The setting must be urban, and the book should contain a strong romantic element. The prize, organised and administered by the MBA Literary Agency in conjunction with the RNA, offers a great opportunity for a budding writer.

For more details: <http://www.harrybowlingprize.net/>

Lifetime Achievement

Two awards will be presented at the Pure Passion Awards to two people who have made outstanding contributions to romantic fiction and the Romantic Novelists' Association.

The winners of all awards will be announced on Tuesday 16 March 2010 at the Award lunch at the Royal Garden Hotel, in Kensington, London.