

## **PCG brokers Bloomsbury partnership with consortia groups to bring the *Churchill Archive* to libraries in the UK, US and Canada**

*Multi-consortium agreement signed with CRL and partners, JISC, CRKN*

**Cambridge, MA, May 29, 2012** – Leading independent publisher Bloomsbury and three major library consortia have agreed to terms on a ground-breaking agreement that will offer the *Churchill Archive* online collection at favorable rates to more than 500 academic institutions in the United Kingdom, Canada and the United States. As part of this unique international arrangement, members of the Center for Research Libraries (CRL), JISC Collections, the Canadian Research Knowledge Network (CRKN) and select partner consortia will be eligible for discounts on both subscription and perpetual access to the *Churchill Archive* in 2012. The offer was developed during detailed negotiations between CRL and Bloomsbury's sales and marketing partner, Publishers Communication Group. It is distinctive in its cross-country collaborative licensing aspects.

The *Churchill Archive* makes more than 800,000 pages of key historical documents from the life of Winston S. Churchill available online for the first time ever (the original documents are deposited with Churchill Archives Centre, Cambridge). Published in collaboration with the Sir Winston Churchill Archive Trust and Churchill Heritage Ltd, the collection is designed as a research and teaching resource for everyone from university faculty and lecturers to students, teachers, researchers, writers, and anyone with an interest in 20<sup>th</sup>-century history, politics or international affairs.

Available to libraries worldwide via annual subscription or perpetual access purchase, the *Churchill Archive* is based on a tiered pricing model that allows both large and small organizations to benefit from access to this unique historical collection. The Churchill Archive will launch in August 2012, with free trials to the beta site beginning in June 2012.

"The shared agreement with CRL, CRKN and JISC Collections represents a major step towards our goal of delivering this historical treasure to students and scholars around the world," commented *Churchill Archive* Publisher, Dr. Frances Pinter. "We are extremely excited about this collaboration and look forward to continuing to work with these and other consortium groups to make the *Churchill Archive* as accessible as possible."

The multi-consortium initiative provides many UK, US and Canadian institutions with a more effective means of access to the *Churchill Archive*, along with favorable terms and conditions and a more simplified licensing process. This agreement with Bloomsbury Publishing also reflects the consortium groups' shared aim of widening access to archival content on behalf of their member institutions.

For more information please email [churchillarchive@pcgplus.com](mailto:churchillarchive@pcgplus.com).

**Notes to Editors:**

**Bloomsbury Publishing Plc** – Bloomsbury Publishing is a leading independent publishing house with companies in London, New York, Doha, India and Sydney. Its four divisions are Bloomsbury Academic & Professional Publishing, Bloomsbury Information, Bloomsbury Adult Publishing and Bloomsbury Children's Publishing.

**Bloomsbury Academic & Professional Publishing** – Bloomsbury Academic & Professional specializes in the humanities, social sciences, law and tax publishing. It is the division at Bloomsbury Publishing Plc that is responsible for publishing the Churchill Archive, plus various other digital products such as Drama Online (with Faber) and the Berg Fashion Library. The division also includes Berg Publishers, Methuen Drama, Arden Shakespeare, Bristol Classical Press, Continuum and Bloomsbury Professional.

**Sir Winston Churchill Archive Trust** is the charitable trust that owns the Churchill Papers Collection on behalf of the Nation. The Trustees work closely with the Director and staff of the Churchill Archives Centre to ensure that the collection is used for the advancement of the education of the public, in particular by acquiring, holding, restoring and maintaining the Churchill Archive and by making it available to scholars for the purpose of research (and publication of the useful results of such research) and as appropriate to the public for the purpose of viewing.

**The Churchill Archives Centre** was opened in 1973. It was built to house the personal papers of Sir Winston Churchill, and also collects the archives of Churchill's great contemporaries and great successors; the papers of politicians, diplomats, public servants, military leaders and scientists. It is also the repository for the papers of Baroness Thatcher. The Centre is located in the grounds of Churchill College, Cambridge, itself a National and Commonwealth Memorial to Sir Winston.

**Churchill Heritage Ltd** represents the Churchill family literary copyrights included within the Churchill Papers Collection.

**Publishers Communication Group, Inc.**, a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Boston, Oxford, São Paulo, New Delhi and Beijing. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil, India and China, sales representation and strategic consulting.

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