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News



Fifty bookshops join Olympic blog

01.06.12 | Lisa Campbell

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More than 50 bookshops along the route of the Olympic Flame's journey through the UK have signed up to take part in a group blog, organised by independent publisher Hogs Back Books.

Ilfracombe Bookshop, Foyles in Bristol, Muse Bookshop in Wales, Whitby Bookshop and Waterstones in Guildford are among those taking part in the Olympic Bookshop Hop blog, writing about their experiences. The Bookshelf in Saltash and Rossiter Books in Ross-on-Wye will witness the torch actually passing their premises, while it will pass nearby other shops such as Cover to Cover in Swansea.

Each shop will blog on the Hog Back Books site hogsbackbooks.blogspot.co.uk. The blog is also promoting Hogs Back's *O is for Olympics* title.

Extracts from the blog thus far include Dern Moss, of Moss Books in Cheltenham, who said: "A lot of people came out to see (the flame) and in the evening there were 40,000 people at the race course celebrating with music, other live entertainment and food. The stage was lit by a cauldron ignited by the Olympic flame." But he added: "The Torch didn't have much impact on the shop, despite a great deal of congestion in the town."

Meanwhile Stanton Stephens, owner of the Castle Bookshop in Ludlow, said: "We had a special window display, featuring Peggy the Much Wenlock Piglet. The Torch arrived around lunchtime and the town was highly decorated in readiness for the Jubilee celebrations."

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