



Jo Brand announces the Wellcome Trust Book Prize at The Times Cheltenham Literature Festival 2008

Hello Cheltenham, sorry I can't be there today, I'm swimming the channel. Not really, I'm doing a benefit in Devon. I want to tell you though about the Wellcome Trust Book Prize, which is worth 25 grand – not to be sniffed at. And it's an annual prize designed to celebrate medicine in literature. We've got a very wide remit – non-fiction and fiction can come in so that allows more of you to be interested and to enter it.

Now what's exciting about it, I think, is that it enables science to whoosh out to a slightly broader audience, because a lot of us find it difficult to read dry scientific books but if the information is included in an exciting novel, for example, we're far more likely to do that.

[end of transcript]