

The Writers' Collective of Manitoba

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FOR IMMEDIATE RELEASE

New Magazine of Writing + Art Looks to Community for Start-Up Investment

WINNIPEG – A new magazine is set to connect Manitoba's writing and arts communities to the world – but first it needs a little help getting started.

Collective Consciousness, a magazine of writing and art published by The Writers' Collective of Manitoba, kicked off a crowd-funding campaign last week to raise \$10,989 for its first issue. “Up to this point, everything has been done by volunteers – soliciting submissions, editing, design, layout,” says Hilary Friesen, Board President of The Writers' Collective. “Now we're at the point where there are hard costs to continuing – printing, postage and so on.”

The Writers' Collective has published *Collective Consciousness* since the organization's inception in 2000. The magazine was formerly a black-and-white quarterly, featuring contest winners and members' writing. The new, revamped magazine will be a large-format, full-colour publication, highlighting the interplay between words and images.

“In its past form, *Collective Consciousness* wasn't serving our members or its contributors well,” says Friesen. “We have an amazing team of editors and designers who have taken *Collective Consciousness* to a whole new level. We have shifted our focus to writing and visual art, and we've incorporated diversity into our editorial mandate, to publish not just new voices, but a wide range of new voices.”

The crowd-funding campaign also serves as a pre-sale for *Collective Consciousness*. Donation perks include a VIP invitation to the publication's launch (\$10), the first issue (\$25) and a year's subscription (\$85). Funders can also be part of the publication, with a quarter-page or full-page ad. The campaign runs until November 29.

“Crowd-funding fits our vision for the magazine, which highlights Manitoba creators while also seeking out emerging writers from around the world,” says Friesen. “With crowd-funding, we can engage our local supporters and reach out to a global audience.”

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The Writers' Collective is a not-for-profit organization that supports emerging writers and artists in Manitoba. Their programs include writing contests, open mic events and industry information sessions. More information is available at <http://thewriterscollective.org/>.

Collective Consciousness is a new literary magazine of writing + art that will be published quarterly. The crowd-funding campaign can be found here: <http://www.indiegogo.com/projects/collective-consciousness-magazine-revival>.

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