

READ International Joins Tim Kring and Nokia's Conspiracy For Good

London's biggest ever book drive looks to Londoners to gather thousands of books for East African schools

[READ International](#), the charity that collects any books from anyone and supplies literature to schools in East Africa has joined [The Conspiracy For Good](#). London's biggest ever book drive will see drop Boxes located around London leading up to the final CFG event on 7th August when the books will be used to help bring down Blackwell Briggs as part of the CFG narrative. All relevant books will be sent to Africa, any books collected which are not appropriate to send will be sold or recycled to generate funding for the project.

Books can be dropped off at any of the following London locations leading up to 7th August:

- **READ International HQ** 37 Albert Embankment, Vauxhall, London, SE1 7TL
- **Madeira café** 46B Albert Embankment, SE1 7TL.
- **Jaguar Shoes** 34-36 Kingsland Road, Shoreditch, London E2 8DA
- **Curzon Cinema** 99 Shaftesbury Avenue, Soho, London W1
- **Flat White** 17 Berwick Street, Soho, London W1
- **Milk Bar** 3 Bateman Street Soho, London W1
- **Unit 6a** Piazza Café Covent Garden Market WC2E 8RA
- **The Book Club** 100-106 Leonard Street, Hoxton EC2
- **Soho Theatre** 21Dean Street London W1D 3NE
- **The Light E1 Restaurant and Bar**, 233 Shoreditch High St London, E1 6PJ
- **Cafe Plaka**, 315 Gray's Inn Road, Kings Cross, London WC1X 8PX
- **Raffles Café**, 13 Cravens Road, Paddington, W2 3BP
- **Scooter Café**, 132 Lower Marsh, London SE1

READ International is joining the new entertainment experience created by Emmy award winning transmedia storyteller and "Heroes" creator, [Tim Kring](#) and powered by [Nokia's Ovi platform](#). Uniquely interwoven into the story, READ International will become part of the Conspiracy For Good narrative and final event taking place in London on 7th August.

As the plot nears its finale, the lines between the online and real World blur further. Operating alongside Nadirah, CFG's main character, book donations will help progress the narrative with a fight back against the ongoing evil enemy Blackwell Briggs. In the CFG story, 10,000 books were sent to stock a library in eastern Zambia; but Blackwell Briggs confiscated them. Londoners can help CFG replace the stolen books by kindly donating. During the final event taking place on August 7th, participants will be encouraged to choose books, not oil, in a creative protest, and help the Conspiracy For Good to infiltrate Blackwell Briggs at their high profile job-expo.

Robert Wilson, Founder of READ International said, "READ International is hugely excited to be working with Conspiracy for Good. We need the people of London to help us collect thousands of disused books in an amnesty that can help transform lives in East Africa. Remember any books we collect are carefully sorted by our teams of volunteers, and any not quite right to send

will still be sold in the UK to raise revenue for this great cause. So please bring and donate your books.”

Utilising Nokia’s Ovi platform, the new entertainment experience allows participants to become part of the story, find tools and clues to move the narrative forward both in the online and real worlds.

The Backstory (Fictional Plot)

Over the decades, members of Conspiracy For Good have been reputed to be quietly and effectively doing good in the world's most troubled areas. But CFG is not without enemies, and it is now under fierce attack by [Blackwell Briggs](#), a London-based multinational company committed to advanced infrastructure development and security services. For help, CFG turned to Kring, a master storyteller, to share their story, recruit new members to read the signs, and bring down Blackwell Briggs.

About the Conspiracy For Good

The *Conspiracy For Good*, created by Tim Kring (“Heroes”) and powered by Nokia’s Ovi Platform is a global movement for change driven by a story, a legendary narrative that blurs the lines between fiction and reality, compelling the audience to become a part of the plot and adventure with real world outcomes. Every participant has the ability to impact the outcome of this story and effect positive social change. This pilot “Read the Signs” combines story, community, alternate reality gaming (ARG), music, and social cause and will be played out on web sites, mobile devices, at live meet up interactive theatre [events](#) in London and, ultimately creating social and educational change in Africa for the Chataika Basic School, located in the village of Chataika in eastern Zambia. More information can be found at www.conspiracyforgood.com.

About READ International

READ International collects books throughout the UK. They sort the books and send the most relevant, up-to-date, and high quality books to school children in Tanzania and Uganda. Any books collected which are not relevant or appropriate to send are sold online or recycled to generate funding. Tanzania and Uganda follow a secondary school syllabus almost identical to the UK. Since it launched in 2005, they have shipped a total of **850,000** books to East Africa and are supporting the renovation of dozens of school libraries so that access to books is also improved. READ International was winner of **'Best New Charity' in the Charity Times Awards 2007**, and **'Best International Aid and Development Charity' in the Charity Awards 2010** and **Best Corporate Partnership in the Institute of Fundraising Awards 2010**. Their founder and director Rob Wilson was voted **Enterprising Young Brit 2010**. Because of a unique operating model harnessing excess capacity from many corporate partners, it never costs READ more than 50 pence to move one book from a UK classroom into the hands of a Tanzanian/Ugandan school child or teacher. More information can be found at www.readinternational.org.uk.

Notes to Editors

["HEROES" creator Tim Kring and Nokia launch Conspiracy For Good, June 22](#)

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