

Opium

LITERARY DEATH MATCH

Opium HQ

144 A Diamond Street, Suite #2
Brooklyn, NY 11222

Todd Zuniga, 347-229-2443

@toddzuniga // todd@opiummagazine.com

LITERARYDEATHMATCH.COM

FAQ

What Is the Literary Death Match, and How Does It Work?

The Literary Death Match features a mix of four writers who perform their most electric work (for eight minutes or less) before a huge audience and a panel of three all-star judges who take turns spouting affectionate, off-the-wall commentary about each story (also, meanness is never a factor, as judges are there for non-sequiturs and comedy, not serious critique). Two writers are selected to advance to the finals where we trade in the show's literary sensibility for an absurdly comical climax to decide the winner.

Where Does the Literary Death Match Happen?

Since the series debuted in New York City in March 2006, it has expanded to San Francisco, Boston, Chicago, Denver, Beijing, and will launch in Los Angeles, London and Seattle this summer, and Paris, Edinburgh and Raleigh this fall.

How Many People Have Been Involved?

The event featured over 125 readers—like Tom Perrotta (*Election*, *Little Children*) and Daniel Handler (aka Lemony Snicket), 85 judges—like *The Wrestler*'s Todd Barry and *30 Rock*'s Scott Adsit, and over 5,000 attendees (and growing fast).

Who Attends the Literary Death Match?

Each event blends the supportive admirers of the readers, the diverse fans of the judges, and the full might of Opium's dedicated audience. Monthly crowds in New York City and San Francisco range between 125-200 monthly, while other cities average 95 attendees. Plus, it's been reported that plumbers love it.

What About Some Fun-to-read Informational Bullet Points?

- Virally marketed videos and audio appear on OpiumLive.com and YouTube, and will be available via download on iTunes.
- Events are listed in top event-focused magazines like *The New Yorker* and *TimeOut*.
- Authors books available on site in New York City via MobileLibris.com.
- Our 6,500-person weekly newsletter promotes books by past and future Opium authors, along with their edited anthologies or other literary projects.
- Dedicated publicist pitches stories worldwide promoting the Literary Death Match.

A Handful of Past Participants

Scott Adsit | Todd Barry | Tom Barbash | Will Durst | Stephen Elliott | Ben Greenman | Andrew Sean Greer | Daniel Handler | Heidi Julavits | Josh Kornbluth | Tao Lin | Beth Lisick | Joyce Maynard | Moby | Ridley Pearson | Tom Perrotta | Eric Puchner | Andy Raskin | Michelle Richmond | Wesley Stace | Amanda Stern | Pauls Toutonghi | Deb Olin Unferth | Ayelet Waldman | Cintra Wilson | Mishna Wolff

“When you can't decide between *American Pastoral* and *American Gladiators*, between Henry James and Henry Rollins, and between a reading and a beating, Literary Death Match is a kickass All Of The Above.”

**—Daniel Handler,
author of *Adverbs***