



FOR IMMEDIATE RELEASE

Book Clubs for Inmates Welcomes Sarah Smith-Eivemark as Coordinator Communications

Toronto, ON — February 3rd, 2026 — Book Clubs for Inmates (BCFI) is delighted to announce that **Sarah Smith-Eivemark** has joined the organization this month as **Coordinator, Communications**.

Sarah brings with her more than a decade of distinguished experience in Canadian publishing, marketing, and communications, most recently serving in senior roles at **Penguin Random House Canada**. Over eight years at PRHC, she held positions of increasing responsibility, including **Associate Director, Retail Marketing & Partnerships**, where she built and led national marketing programs for booksellers, librarians, and educators across Canada.

In this role, Sarah directed high-profile partnerships, supported authors and industry stakeholders at major national conferences, and oversaw the operations of the Penguin Shop, an independent bookstore. Her work spanned B2B and B2C marketing, digital communications, events, and strategic collaborations, including accessibility-focused initiatives such as simultaneous North American braille publications.

Previously, as **Marketing Manager for Knopf Random Publishing Group**, Sarah led integrated marketing and publicity campaigns for an extraordinary range of authors—from debut writers to internationally renowned voices such as Cherie Dimaline, John Grisham, John Irving, Kazuo Ishiguro, Eden Robinson, and Sally Rooney. Earlier in her career, she held communications and marketing roles at **Rakuten Kobo**, **Coach House Books**, and **Simon & Schuster Canada**, giving her a rare breadth of experience across independent, multinational, digital, and nonprofit-adjacent publishing environments.

“Sarah’s depth of publishing expertise, combined with her clarity as a communicator and her genuine commitment to literacy and access, make her an exceptional addition to our team,” said **Tom Best**, Executive Director of Book Clubs for Inmates. “She understands books, readers, and the power of stories—and she also understands how to connect people to that work in meaningful ways.”

Sarah is already deeply connected to BCFI’s mission. Since 2024, she has volunteered as a **co-facilitator of a monthly book club at Toronto South Detention Centre**, bringing her professional experience and love of literature directly into correctional settings.

In her new role, Sarah will lead BCFI's communications strategy, supporting outreach to volunteers, partners, publishers, authors, funders, and the broader public, while helping to amplify the impact of the organization's national programming.

"I've long admired Book Clubs for Inmates and the integrity, care, and imagination behind its work," said Smith-Eivemark. "I'm thrilled to join the team and help share stories about this remarkable community."

About Book Clubs for Inmates

Book Clubs for Inmates is a Canadian charitable organization that facilitates monthly book clubs in federal and provincial correctional institutions across the country. Through literature and conversation, BCFI fosters literacy, critical thinking, empathy, and human connection for incarcerated individuals.

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