

12 August, 2011

***SABC 1 throws its weight behind National Book Week, Calling you to action.
What are you doing during National Book Week?***

Book sellers, businesses, parents, librarians, teachers are invited to turn a new page for literacy and throw their weight behind National Book Week, taking place nationwide from 5-10 September 2011.

With its call to action of “Buy a Book, Read a Book, Share a Book”, this South African Book Development Council (SABDC) initiative, in association with the Department of Arts and Culture, aims to promote the joy of reading among South Africans of all ages, but particularly the youth.

During National Book Week (NBW), schools, libraries and other venues across the country will host various outreach and book donation programmes to highlight the fun of reading and increase the public’s access to books, and an exciting programme of activities in Newtown.

What will your company be doing?

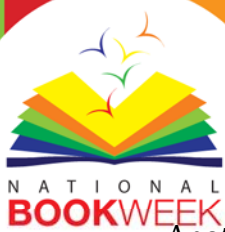
NATIONAL BOOK WEEK ACTIVITIES AT MUSEUM AFRICA 8-10 SEPTEMBER 2011

Businesses, SMMEs, Libraries, CSI Programmes and Reading Promotion initiatives can apply to exhibit their products and/or services at the annual **Book Week Exhibition**. This exhibition will be hosted from 8-10 September 2011 at Museum Africa in Newtown, Johannesburg, which will be the central hub for NBW activities – which are all free and open to the public.

To meet some of the most prolific South African writers and poets visit the **Authors’ Tent**. Here, you will get an opportunity to meet and share the stage with some of the leading minds in South Africa. Aspiring poets will be given a platform to recite their spoken-word compositions and receive feedback from some of the seasoned poets. The authors will also be available to sign and discuss their books with the audience.

There will be presentations on the establishment and running of **Book Clubs**, which will be facilitated by PanSALB.

The venue will host a **Magic Tent** – a reading tent and an activity tent – where children can let their imaginations run free as they experience the power that lies between the pages. There will also be special reading activities available for the visually impaired, such as a Braille game and tactile books.



Another **Reading Tent** will provide a quiet environment where the youth and adults can explore the beauty of reading, as well as group reading activities. Look out for the live **Poetry Sessions**, during which young and aspiring poets will also be given a platform to recite their spoken-word compositions and receive feedback from some of the nation's leading creative minds.

A **Demo Library**, run in association with the City of Joburg Library Services, will be set up to teach visitors how easy and fun it is to use a public library. The SABDC will also be hosting **free seminars and workshops**, focusing on developing skills among book industry practitioners.

HOW YOU CAN GET INVOLVED IN NBW

The private sector and ordinary South Africans are urged to help foster a love of reading among all South Africans, contributing to a higher level of literacy while opening up new worlds and possibilities with the power of the written word.

NBW is the ideal opportunity for companies to contribute book donations to the Book Bank as part of their CSI programmes. These books will then be redistributed to libraries and schools. Businesses ranging from large industry to SMMEs can also be encouraged to support Books for Bikes, a youth empowerment project.

Teachers can come on board with special NBW projects or tasks, and for the thousands of South Africans who are members of book clubs – why not share your reading enjoyment with others by donating old books to your local library? Schools can also apply to arrange school group visits at Museum Africa.

Parents are encouraged to set aside an hour each day during National Book Week to read to their children, or to ask family members to switch off their gadgets and spend a quiet and relaxing hour reading to themselves or each other.

For their part, book merchants – from large franchises to the cosy corner bookshop – are asked to do their bit and come up with discounts, promotions and other inventive ways of boosting the image of reading as a fun, entertaining and informative pastime.

The theme of National Book Week 2011 is “The Book That Changed My Life”, and the organisers call on all South Africans to experience how cool it is to be a bookworm, and help others to discover that pleasure as well.

For more information, please visit www.nationalbookweek.co.za.

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