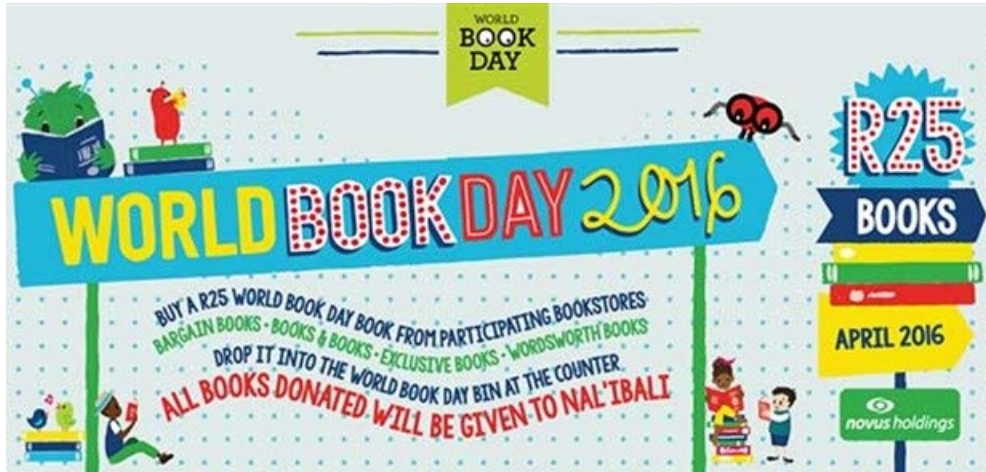


# Encourage reading on World Book Day 2016 - donate a book

Following the success of the 2015 World Book Day (WBD) event, the SA Booksellers Association will continue to spread the power of reading this year.



Its members, Exclusive Books, Bargain Books, Wordsworth and Books & Books stores around the country will celebrate WBD by having seven of the official WBD children's' books available in store for only R25 from 15-30 April 2016. Customers are encouraged to buy these books and donate it to Nal'ibali by putting them in the donation bins at the counter.

## The WBD titles are:

- *Kipper's Visitor* by Mick Inkpen
- *Supertato, Hap-pea ever after* by Sue Hendra and Paul Linnet
- *Welcome to the world of norm* by Jonathan Meres
- *Star Wars, Adventures in wild space: The escape* by Cavan Scott
- *The boy who could do what he liked* by David Baddiel
- *Spot the difference* by Juno Dawson
- *Kindred Spirits* by Rainbow Rowell

As a CSI initiative, Exclusive Books and the SA Booksellers Association will also be giving 100 book tokens to children to exchange for one of the WBD books at Exclusive Books stores. This initiative will give the children the special experience of going into a bookstore and choosing and buying their very own book.

The initiative, organised by the SA Booksellers Association, was started in 2015 with great success. Over 4,000 books were collected and donated to Project Literacy's Run Home to Read literacy programme. This year, although the SA Booksellers Association will be donating books to Nal'ibali, the South African Book Development Council will be donating 1,700 books to Project Literacy on 20 April in Pretoria as part of its WBD initiative. The SA Booksellers Association applauds all efforts to get books for reading into the hands of those that need them.

"We hope to grow and develop this project each year and we encourage all industry players to perform their part in getting children reading this World Book Day. Our initiative is also in line with the £1 Book Token event hosted in the UK and Ireland where a £1 book token can be swapped for one of the official World Book Day books," says Samantha Faure, national manager for the Association.

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