



## National Book Week 2020

### South Africa's official reading awareness week 7-13 September Online

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#### @ A Glance

The outbreak of the coronavirus pandemic has meant that National Book Week, the country's most cherished and longest running reading awareness week is heading online. The 2020 programme, from 7 – 13 September, is packed with digital alternatives of different events and activities that National Book Week has come to be associated with since its inception in 2009. All content and to-do-activities will be presented virtually on [www.sabookcouncil.co.za](http://www.sabookcouncil.co.za) and other NBW social media platforms, respecting the boundaries of social distancing whilst still promoting all things books, reading, writing and creativity.

#### Programme

- A broad overview of the programme is attached, to be followed by a more detailed programme.
- The videos will be unlocked on the date reflected in the programme and will remain accessible throughout National Book Week.
- Please send video clips of poets as we had discussed, which will be included in a video compilation to be unlocked during NBW.
- Should your department be compiling a video for NBW, please let us know.

#### Theme for 2020

Our theme, **Passport To Tomorrow**, is an invitation to travel with books and securing your future through leisure reading.

Books are a passport to a better improved life – whether higher levels of education, a good job, employment, business opportunity. Reading books can take you where you wish to be (See Strategic Backdrop to the theme attached)

## **Marketing Material**

- The press release distributed (31 August 2020) is attached.
- SABC Foundation – PSA's have been recorded in all South African languages and will be flighted on all SABC radio stations during National Book Week.
- The digital poster and other collateral are being sent via We Transfer. Let us know if there are any problems with downloading or if you require this to be sent in a different format.
- Posters are being prepared with your logo and will be sent shortly.
- Please send us your social media handles.

### Participate and engage on:

**Facebook:** @NationalBookWeekSA

**Instagram:** nationalbookweeksa

**Twitter:** @NBW\_SA

**Website:** sabookcouncil.co.za

Tag and Tweet with **#NBW2020** and **#PassportToTomorrow**

## **CONTENT FEED**

1. NBW Facebook page
2. SA BOOK COUNCIL Website

## **NBW ACTIVITY BOOK**

We hope that you have received the Activity Books that were sent by courier last week. Please distribute these as widely as possible, although we realise that there are currently challenges with engaging with learners.

Should you be able to distribute Activity Books, please take photos / videos and share these on your social media platforms.

## **#BUYABOOK**

One of the country's longest running book donation drives #BUYABOOK, a centrepiece of NBW, returns this year with "Fun With Funda Bala" – a children's activity book that can be bought at Bargain Books and Exclusive Books for only R20. The public is encouraged to buy the book and pay it forward, that is, donate it to a child or adult in their community. The activity book is a physical tool for children and adults alike to express their creativity. The book is full of quizzes, colour in pages, stories and games for hours of offline fun. The activity book honours all official languages, as well as the forgotten Nama.

## **Objectives / Home**

- > Heighten interest in books and leisure reading
- > Reinforce ways to get books into the hands, homes, and hearts of children
- > Connect families with the pleasure of books
- > Create in home elements that encourage family involvement during NBW

## **Objectives / Community**

- > Come together as a (digital) community to celebrate all things reading
- > Involve community individuals in furthering NBW's mission
- > Involve community organisations and libraries in encouraging families to read
- > Gain visibility for the issues, efforts, and mission of NBW with the theme

## **CONTACT DETAILS**

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