

More Book day plans unveiled

Plans are progressing well for the build-up to Australia's inaugural *Book day* event on 30 July.

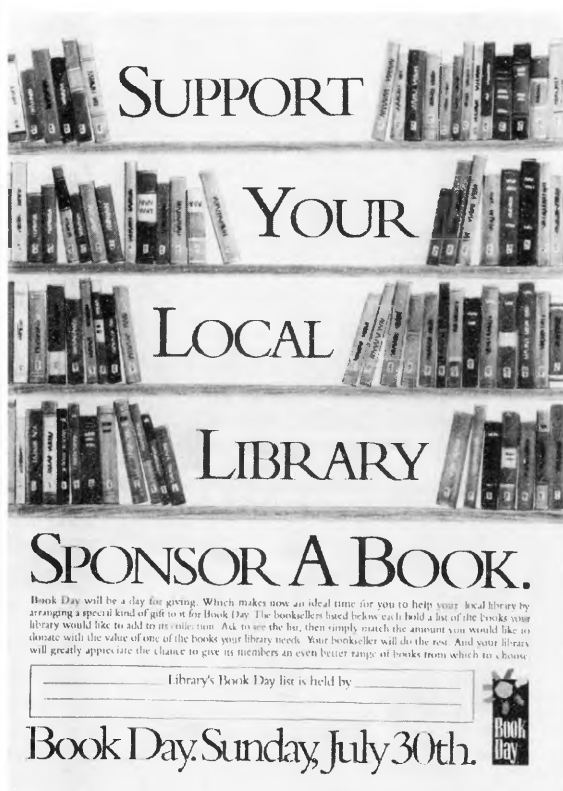
The event's organisers, the Australian Book Publishers Association, (ABPA) have just unveiled their visuals for some of the promotional material for *Book day*.

Of particular interest to public libraries will be the ABPA's scheme — explained in our December issue — which will encourage members of the

send to their local newspapers.

The APBA will send display material to booksellers, but in the unlikely event of a library finding that its local book-store has not received their own material direct from the ABPA, the kits for libraries will contain sufficient material for some to be passed on to needy booksellers!

One of the items included in the kits will be an eye-catching poster that encapsulated the 'giving' aspect of the *Book day* event. The finished version will feature a computer-blended photographic image of a child's hand holding a flower which opens out into a book. (Australia Post liked the design so much that they will be displaying enlargements of this poster in their top 500 post offices, which will comprise a powerful adjunct to the promotion of *Book day* through book-stores, libraries and schools.)



public to 'sponsor' books selected from wish lists libraries have lodged with nearby booksellers. Shown here is an artist's impression of the full-colour poster which announces the scheme. (The final version will feature a larger panel where libraries will be able to list the local booksellers who hold their wish lists.)

Copies of this poster, together with other *Book day* posters, banners and display bills are all contained in a free promotional kit which will be obtainable from the ABPA by means of an order form to be inserted in the May issue of *inCite*. The kit will also contain full details of how the scheme will work, plus information about *Book day*, blank wish list forms, and even a standard press release for libraries to run off on their own letter-head and

fund-raising opportunities are currently being held with a national organisation of community service clubs.

Summing-up *Book day*, the ABPA's Stuart MacDonald commented, 'Although it had its instigation as a commercially-driven event, the *Book day* concept is ripe with angles and opportunities for promotional, cultural and community-aid development. What we have tried to do with *Book day*, is to create a *bandwagon* that any library or book-store can climb on, and can interpret according to their own priorities and their own resources, large or small.'

The ABPA office welcomes ideas and enquiries from librarians. Contact them at Suite 60, 89 Jones Street, Ultimo NSW 2007. Tel (02) 281 9788, or fax (02) 281 1073.

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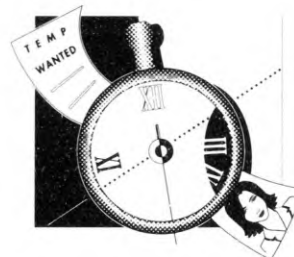
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