

BACK FOR 2014: THE READING HOUR



Love2Read are aiming to make this year's Reading Hour the biggest yet.

Following on from a successful 2013 campaign which saw over 100 new schools, universities, TAFES and businesses join with public libraries nationally to promote the importance of reading at events around the country, Reading Hour 2014 will be held nationally from 6pm to 7pm on Tuesday 19 August.

The Reading Hour campaign promotes the importance of developing a love of reading in children and adults and demonstrates just how easily reading can be incorporated into daily life. Sharing a book for 10 minutes a day, or just over an hour a week, is all it takes to help children grow into good readers.

This year, the aim is to have 100% of Australian public libraries involved, to truly highlight how public libraries are working together to make real change in this important area.

In 2013, The Reading Hour ran promotions for both the general public and participating libraries, which saw over 700 people receive free ebooks, three families from around Australia win an iPad to share and create stories with, and Parramatta Library win a very special Reading Hour story-time with comedian and author Tim Ferguson.

SO HOW CAN YOU GET INVOLVED IN THE 2014 READING HOUR?

Online registrations open on the website in May. Register your library for this year's campaign and add your event to the event calendar. Promotional resources designed to help you make the most of the 2014 Reading Hour will also be available for your use.

It's up to you to create your special Reading Hour event. You can choose from a story-time event, a book character dress-up party, a wine and cheese book party for adults or hundreds of other options – let your imagination run wild!

You can also enter your library in this year's competitions and use the prizes and giveaways as a promotional tool for your library.

So start planning your 2014 Reading Hour celebration, stay tuned for more news on registrations, competitions and upcoming resources, and claim the date of Tuesday 19 August 6pm to 7pm in your diary today.

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Author and Reading Hour ambassador Tim Ferguson and a group of fans shared a reading of *Cowzat!* to launch The Reading Hour 2014. While Tim read from his iPad, the story was streamed to a big screen enabling the children to follow and participate in the story.