

PRESS RELEASE

19.08.2015

South African Booksellers Association (SABA) and Publishers' Association of South Africa (PASA) Annual General Conference 2015

This year's Annual Conference will take place on the 25th to 27th of August at the Sunnyside Park Hotel in Parktown, Johannesburg. By bringing booksellers from around the country together annually to discuss matters of general interest we are able to identify many concerns in the industry and work together towards solutions. Members of the Publishers' Association of South Africa (PASA) will at the same time come together to discuss matters of the publishing industry.

The SA Booksellers Association strives toward working with PASA to encourage healthy trade relations which recognises the respective roles within the book value chain, of the publishers as creators and wholesale distributors, and booksellers as the retailers of books.

On the 26th members of both associations will congregate for the Sefika awards evening to applaud and be applauded for the roles they play in promoting literacy and a culture of reading by producing and selling quality books in South Africa. The theme for this gala event is 50 Shades of Colour.

The following categories form part of the booksellers awards:

- Best Academic Bookseller of the Year
- Best Education Bookseller of the Year
- Best Library Supplier of the Year
- Best Trade Bookseller of the Year (Chain Stores)
- Best Trade Bookseller of the Year (Independent)

Publisher's awards that will be elected are:

- Best Academic Publisher of the Year
- Best Education Publisher of the Year (Large)

- Best Education Publisher of the Year (Small)
- Best Trade Publisher of the Year

The final award for the evening, the Nielsen Booksellers Choice Award is bestowed upon a local author for a South African published book that booksellers most enjoyed selling or that sold so well that it made a difference to the bottom line of booksellers across the country. Last years winner was *Real Meal Revolution* by Professor Tim Noakes, Jonno Proudfoot, Sally-Ann Creed and David Greer, published by Quivertree Publications. This remarkable book has sold over 200 000 copies and counting. During its heyday last year Quivertree was shipping 20 000 books at a time to booksellers who couldn't keep them on the shelves. "As booksellers our only desire was to get our hands on as many copies as possible but they were few and far between," comments Andrew Majoribanks, MD of Wordsworth books. "This book soared to the top of the charts and stayed there for months. Everything else paled into insignificance."

This year the playing field is a little more equal. The short-listed books are:

- *150 Stories*, by Nataniël le Roux – Human & Rousseau.
- *Goeiemôre Mnr Mandela*, by Zelda la Grange – Penguin Books South Africa.
- *Kamphoer*, by Francois Smith – Tafelberg Publishers.
- *Low Carb is Lekker*, by Inè Reynierse – Struik Publishers.
- *The Keeper*, by Marguerite Poland - Penguin Books South Africa.

Contact

Issued on behalf of the SA Booksellers Association and Publishers Association of South Africa by Country Digital PR.

SA Booksellers Association
Samantha Faure
National Administrator

021 945 1572

Samantha@sabooksellers.com

www.sabooksellers.com

Publishers Association of SA

Rhulani Bila

Operations Manager

021 762 9083

Rhulani@publishsa.co.za

www.publishsa.co.za

Country Digital

Elize Knoetze

028 312 4799

elize@cntry.co.za

www.cntry.co.za