

**Press Release - South African Book Fair 2015**  
**20 March 2015**



South African  
**BOOK  
FAIR**  
2015

**Discover Your Bookself at  
the South African Book Fair 2015**

**Johannesburg 31 July - 2 August 2015**

Book lovers are an interesting breed. Happy to spend hours in quiet isolation, thrilled at the thought of a crowded waiting room to grab a quick read, and counting authors and characters as their friends.

At the South African Book Fair we believe that the world would be a better place if everyone had the chance and the desire to read more, and we'd like to inspire just that.

We'd like to inspire people in South Africa to read, which is why the Fair is about discovering books, discovering reading, discovering an author you may love or a genre you can't get enough of. Discovering your '*Bookself*'.

The South African Book Fair is a platform for connecting, engaging and discussing, for learning about seasoned authors and uncovering new ones. For large publishers and

smaller publishers supported by the FP&M SETA. For adults and for kids. Where all things *books* come together in one glorious celebration.

This is the driving force behind the 2015 South African Book Fair, organised by PASA (Publishers Association of South Africa) in association with FP&M SETA. We believe that a nation that reads is a nation equipped to move forward. Which is why, for the last nine years, we've brought together a community of publishers, novelists, writers, e-publishers, self-publishers and - most of all - book lovers, to revel in the love of books and foster a culture of reading.

Held this year, for the first time, in Johannesburg at the historic Turbine Hall in Newtown (managed by The Forum Company) from 31 July to 2 August, the three day Fair is a veritable playground for lovers of reading. Promising to bring the focus back to books and their authors, this year's Fair has planned an exciting literary programme that will feature book launches and signings, author interviews and discussions, poetry readings, literary workshops and forums, exhibitions and displays, and an exciting children's zone. Friday is a dedicated schools and library day, with a carefully crafted literary programme for learners and educators.

Most of all, it will be a place where all book lovers can come together and share their mutual passion for books. A place where you can browse and buy books, where ideas are shared, brains are picked, talent is nurtured and obsession is encouraged. Oh, and there'll be plenty of quiet nooks and crannies where you can enjoy time out with your book. So come and make a day of it.

The theme this year is ***Discover your Bookself***. The books that you read are representative of who you are as a person and we invite everyone to join us in Johannesburg from 31 July to 2 August to help us start a new chapter.

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[www.southafricanbookfair.com](http://www.southafricanbookfair.com)

@sabookfair  
#sabookfair2015  
#mybookself

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