

PRESS RELEASE
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World Book Day 2015

The SA Booksellers association strives toward promoting a culture of reading and learning by supporting literary events and initiatives and by assisting its members to do so. SA Booksellers members Exclusive Books, Bargain Books and Wordsworth along with numerous independent stores around the country will celebrate World Book Day (WBD) by having the official WBD childrens' books available in store for only R15 from the 1st April. Customers are encouraged to buy these books and donate it to *Project Literacy's Run Home to Read* by putting them in the donation bins at the counter. They are also encouraged to buy more than one copy and give the gift of reading to the children in their lives and under privileged children. The initiative, organized by the SA Booksellers Association, is in line with the £1 Book Token event hosted in the UK and Ireland where a £1 book token can be swopped for one of the official World Book Day books. SABA strives not only to celebrate authors, illustrators, books and reading on this day, but to also promote a literate nation inculcating a culture of reading. While celebrating books and reading, the SA Booksellers Association will be running a competition to award the bookshop that sells the most titles as well as the shop that donates the greatest number of books to charity.

For more info contact samantha@sabooksellers.com.