



[www.love2read.org.au](http://www.love2read.org.au)

## National Year of Reading lives on for 2013

# The Reading Hour becomes an annual event

**February 14, 2013:** The National Year of Reading in 2012 was such a success that libraries across Australia have decided to continue the Love2Read branding for 2013 and beyond, and to make The Reading Hour an annual event.

During 2012, the National Year of Reading saw 4,000 events, more than 200,000 participants, \$26million-worth of media coverage, \$5.6million-worth of in kind support, and a return on investment, at a conservative estimate, of \$18 for every \$1 invested in the campaign.

### Love2Read brand

Following on from the Love2Read flower logo appearing in thousands of locations across Australia last year, the symbol has been given a new lease of life, with the promise that, wherever it appears – in a library, a bookshop, a school, or some other community space – you will be able to find something to read, somewhere to read, and people who share your love of reading. More than 80 ambassadors, partners and friends of the National Year of Reading have agreed to continue to support the campaign and you can find the list of supporters on the website [www.love2read.org.au](http://www.love2read.org.au).

### The Reading Hour

In 2013, the focus will turn to The Reading Hour, which will take place on Saturday 24 August. While the time will be nominally from 5pm to 6pm, events will take place the week before and at other times on the day in libraries, schools, bookshops, at festivals, and in other community venues.

**This 14 February announcement of the continuation of Love2Read and The Reading Hour is timed to coincide with Library Lovers' Day and the founder partners of the campaign have other news to share on this special occasion:**

### Australia's Favourite Librarian

Love2Read is partnering with the Australian Library and Information Association to find Australia's favourite librarian. It's a great opportunity for library users to nominate the people who have made a real difference to their lives, whether that's a librarian in a community library or someone working in a school, TAFE or university [www.love2read.org.au/LibraryLoversDay.cfm](http://www.love2read.org.au/LibraryLoversDay.cfm)

### National early literacy campaign

Love2Read has also developed a joint venture with Let's Read and United Way as part of the Let's Read National Early Literacy Campaign which will be featuring in radio ads across Australia between March and July 2013. There will also be an active PR campaign, with lots of opportunities to

participate at a local level. The public launch event is planned for March and activities will take place during Playgroup Australia Week (17 March), then through to the end of June 2013

[www.love2read.org.au/AnywhereAnytime.cfm](http://www.love2read.org.au/AnywhereAnytime.cfm)

### **Writers in the workplace**

For the National Year of Reading, writers were commissioned to spend two weeks in residence in companies and organisations around the country. You can read all the stories they produced on the Love2Read website, and a new publication based on their work, specially adapted for adults studying to improve their reading and literacy skills, will be available soon

[www.love2read.org.au/writersworking.cfm](http://www.love2read.org.au/writersworking.cfm)

### **Cowzat!**

A delightful interactive children's ebook is also launched today, aimed at three to 10-year-olds. Narrated by comedian Tim Ferguson (*Doug Anthony All Stars* and *Don't Forget Your Toothbrush*), *Cowzat!* follows a lovable herd of cows, as they discover the origins of cricket in a most unusual way. The ebook is a collaboration between Colour Me Interactive ( a subsidiary of Colour Me Films), Windy Hollows Books and Cricket Australia [www.love2read.org.au/COWZAT.cfm](http://www.love2read.org.au/COWZAT.cfm)

### **National Year of Reading snapshot**

You can find out more about the National Year of Reading by downloading the new snapshot report [www.love2read.org.au/NYRreport.pdf](http://www.love2read.org.au/NYRreport.pdf). A more detailed overview and evaluation will be available later in the year, researched and produced by Edith Cowan University.

For more information and updates about these projects, visit the Love2Read website [www.love2read.org.au](http://www.love2read.org.au).

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