



Europe Reads Campaign

Press Release



EUROPE READS CAMPAIGN

Europe Reads is a pan-European campaign conducted under the patronage of Mr Tibor Navracsics, Member of the European Commission. It is created by EURead member organisations to raise awareness of the vital importance of supporting literacy, and the daily practices of reading for pleasure or reading aloud, to every European citizen in every European nation.

Reading and literacy are vital for all citizens in Europe. The ability to read is a prerequisite for education, personal development, integration, participation in society and economic growth in today's media-led and culturally diverse society. Furthermore, reading trains everyone to understand complex facts and circumstances, which is essential in forming democratic behavior. In order to address this challenge, EURead, the European network for reading and literacy agencies, and its members in all major European member-states, have developed programs and campaigns to raise the profile of reading and literacy.

The campaign was launched in Scotland and Germany in November 2018. The campaign website is www.europereads.com, where you can see a short animated film illustrating why the campaign is so important to Europe, and follow campaign activities, country by country. All campaign activities will be documented in a specially designed Europe Reads book, which will carry the signature of the European politicians who are endorsing the campaign. The campaign will conclude with an event at the European Parliament in October 2019, where the book will be handed over to the Parliament.

Launching the campaign in Germany, with the participation and endorsement of Monika Grütters, Germany's Federal Government Commissioner for Culture and Media, Dr Joerg F. Maas, Chair of EURead, said: *"Reading aloud and for pleasure is key for education and literacy for every child in the world. 15 minutes of reading aloud will help to improve language skills, cognitive developments and social integration. Moreover, reading aloud is quality time for children and their parents: so start today and read to your child – every day!"*

Launching the campaign in Scotland, with the participation and endorsement of Nicola Sturgeon, Scotland's First Minister, Marc Lambert, CEO of Scottish Book Trust added: *"The Europe Reads message is simple: reading is central to our societies and our futures. Reading with, or aloud to, one's children, for just 15 minutes a day, brings them life long benefits. Support our campaign by sharing a book with your loved ones today!"*

Europe Reads will also showcase EURead organizations and their activities.

KEY CAMPAIGN MESSAGES

For Citizens:

Just 15 minutes of reading or reading aloud every day makes a huge difference to you and your loved ones, personally, educationally and economically.

For Politicians:

Please support organisations in your country to address the importance of reading and reading promotion, and the issues around the costs of illiteracy (economic, social, educational, equalities).

For Members of the European Parliament:

Please support EU Read's drive to increase literacy across Europe – and make this support one of the defining priorities of pan-European development.

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