***All aboard for the National Book Week tour***

*Johannesburg, South Africa* (22 June 2015) -- National Book Week (NBW) is back! Displaying the exuberance of a six year-old – the same age that NBW is turning this year – the country will witness the colourful NBW tour bus as it flints around South Africa in the second year of its “Going Places” campaign.

Launching in Gauteng, the bus will be on the road visiting libraries and schools in five provinces; namely Gauteng, North West, Limpopo, KwaZulu-Natal and the Eastern Cape from 07-13 September 2015, The NBW bus will literally be transporting bibliophiles to lands both magical and real.

In each of the five provinces, exciting programs such as Storytelling sessions, Wordathon, Book Reading sessions will dazzle and take audiences to places never imagined, all through the power of books.

Cheering on the national road show will be NBW's very own mascot Funda Bala, who will be joined on board by authors, poets and NBW ambassadors. They will mix fun with education during their pit stops, reaffirming the message that the love of the written word can see you “going places” no matter where or who you are.

Be part of this enriching experience by helping someone get somewhere via reading. Buy a book, donate one to your local library or simply take someone for an afternoon of reading and help transport them to worlds beyond their own.

National Book Week is brought to you by the South African Book Development Council, in partnership with the Department of Arts and Culture.

**ENDS**

**NOTES TO EDITOR:**

To find out more about NBW programmes around the Country, visit our facebook for regular updates.

* [www.facebook.com/NationalBookWeekSA](http://www.facebook.com/NationalBookWeekSA)
* Twitter: @NBW\_SA / *#GOINGPLACES*

**For media related information and images, please contact:**

On-Point PR: 011 482 6155

Vista Kalipa / 076 047 1355 / vista@onpointpr.co.za

Nicole Ogle / 072 336 2739 / Nicole@onpointpr.co.za

**For National Book Week Programme related information, please contact:**

**The South African Book Development Council (SABDC):**

021-914-8626

admin@sabookcouncil.co.za

bookweek@sabookcouncil.co.za

**About National Book Week**

National Book Week is a dedicated week on the South African calendar

created to celebrate the book and promote a love for reading.

The annual, national programme is a joint initiative between the South African Book Development Council (SABDC) and the Department of Arts and Culture.

National Book Week was developed in response to a study commissioned in 2007, by the South African Book Development Council (SABDC). The study, which focused on the reading and book reading habits of adult South Africans, showed that only 14% of South Africans are avid book readers and a mere 5% of parents read to their children. The survey also indicated that 51% of households in South Africa did not have a single book in their home.

All National Book Week events will promote a key message to encourage reading as a fun activity with each province or location tailoring the programme to meet local demands with a strong focus on promoting **indigenous languages, local authors** as well as **library awareness and access**.

Parallel to this, as part of The SABDC’s **Indigenous Languages Publishing Programme (ILPP)**, funded by the National Lottery Distribution Trust Fund, we will also be giving away to every child/adult that we engage with along the way a brand new book in the language of the region. NBW will be handing out 9 000 brand new books to the general public.

At the same time, the **Department of Correctional Services** will run parallel activities in correctional services facilities to encourage reading as a growth and rehabilitation tool while the **South African Library for the Blind** will also join certain programmes during the National Book Week Bus Tour to enlighten sighted and non-sighted people about the available resources.

Communities, churches, social groups, schools and libraries and anyone with an interest in promoting reading, are encouraged to participate in the campaign to bring awareness to the enjoyment and value of reading books.

**What can YOU do during National Book Week?**

* Participate in the programme in your province.
* Donate books to organisations working with women, children, youth, disabled – in all languages.
* Buy a book for someone who does not have any.
* Create your own activities and let the NBW team know about it.
* Promote NBW on your social media platforms.