Having as few as 20 books in the home has a significant impact on propelling a child to higher levels of education. (20-year study across 27 countries)[[1]](#footnote-1)

More than half South African households do not have a single leisure reading book in their home.

Buy a Book

National Book Week’s Buy a Book Campaign aims to see more books in homes where there are none.

* It is a call to action for individuals, corporates, families, groups to go out and buy a book for someone who does not own one.
* Bring magic into someone else’s life by buying that person a book. AND make South Africa a better place.

By buying a book for someone who does not own one,

How?

* Increases imagination. Reading improves your imagination, will help you expand your understanding of what is possible. This means that where faced with limitations, as many are in SA, greater possibilities can be imagined to move beyond the limitations.
* Increases intelligence. Books open up a world of knowledge. For children, they are exposed to 50% more words in a book than television. Reading gives a higher level of vocabulary to use in everyday life.
* Boosts brain power. Reading regularly improves memory function.
* With the ability of greater vocabulary, being able to imagine greater possibilities, more people can actively engage with life and its problems. Creating a better life for themselves.
* Reading increases ones ability and productivity at school and work. Access to information remains primarily through reading. Information assists us in performing better at school and be more productive at work.
* We learn more about the other (people, cultures, races) through books, making us more tolerant and open to new and other experiences.

Only about 14% of South Africans read books. Increasing the number of readers in the country will be a benefit to all.

Books in a home have strong effects on children’s educational attainment even above and beyond such factors as educational level of parents, country’s GDP, fathers occupation or the political system of the country.

Partners

Exclusive Books and Bargain Books

* Discounted local books will be offered at Point of Sale (POS) in stores around SA. Locations to be confirmed. Customers will be encouraged to purchase the books and drop them into the NBW branded book bins in the stores.
1. http://www.unr.edu/nevada-today/news/2010/books-in-the-home-as-important-as-parents-education-level [↑](#footnote-ref-1)