**Reading improves articulation and competitiveness - MMC Sijadu**

*Uitenhage, South Africa* (05 September) -- Councillor Siyasanga Sijadu, Member of the Mayoral Committee for Sport, Recreation, Arts and Culture in Nelson Mandela Bay Municipality launched National Book Week activities in Uitenhage today, which officially kicked off National Book Week celebrations countrywide from 05-11 September.

Nelson Mandela Bay residents will not just improve their enunciation but also improve their competiveness and acumen by making use of this educational tool.

“Reading and writing will not only ensure that you will be able to articulate yourself better, it also provides you with the acumen to compete better in the marketplace.

“One problem persists in especially our township schools and that is that reading has been reduced to a chore. It is even scarier that Xhosa people cannot read or write in IsiXhosa. It is unheard of in countries like India and China that people cannot read or write in their local dialect. We cannot have this.

“Reading transcend all boundaries as you can live in Uitenhage and still be up to date regarding developments elsewhere in the world,” Councillor Sijadu said.

South Africa celebrates National Book Week from 5 to 11 September – a campaign of the South African Book Development Council (SABDC), in collaboration with the Department of Arts and Culture.

National Book Week is an important campaign in encouraging the nation to value reading as a fun and pleasurable activity and to showcase how reading can easily be incorporated into one’s daily lifestyle.

The aim of National Book Week is to get South Africa reading and to encourage support of our local book industry.

A selection of local books has been made available for only R20 at Exclusive Books, Bargain Books and Takealot.com. Once purchased, you can drop off the book in the National Book Week donation bin located at the check out counter. These books will be used in support of National Book Week supported reading projects.

“The goal is to get as many books as possible into South African homes. Research indicates that having as many 20 books in a home can propel a child to higher levels of education and better their chances of success in life,” says Elitha van der Sandt, CEO of the South African Book Development Council.

Mthatha-born Unathi Magubeni shared his trials before getting his first book *Nwelezelanga The Star Child* published which is now available at most trend-setting bookshops. Magubeni was discouraged to follow his dream since writers are not well paid, but pursued his passion with perseverance and tenacity.

From Tuesday, 6 September library staff will undertake a train journey between Uitenhage and Port Elizabeth from 07:00 to encourage commuters to read more.

The determined team will take the train from Port Elizabeth to Uitenhage after 14:00 for the same purpose.

For the full National Book Week programme, please visit [www.sabookcouncil.co.za](http://www.sabookcouncil.co.za) or visit our Facebook page: National Book Week SA.

For more information, please contact:

Tamyln Geldenhuis | OnPoint PR

[tamlyn@onpointpr.co.za](mailto:tamlyn@onpointpr.co.za) | 011 482 6155