World Book and Copyright Day 2014
Events and traditions around the world
23.4.14, compiled by Waka Kobayashi
WORLD BOOK DAY
2014
23 April 2014

130 MILLION book titles exist in the world!

146% increase in global e-book sales from 2012 to 2013

Over 900 MILLION adults and children are still illiterate in the world today!

£1 Token
National Book Tokens and Publishers in the UK will be distributing over 14 million tokens to every child/young person under 18 to exchange them at stores for one of 10 World Book Day books.

World Book Week
...well actually two weeks! Publishers are partnering with Iceland’s leading newspaper, Fréttablaðið, to distribute a nation-wide special report, "This Spring Book Report."

World Book Night
National event where 25,000 volunteers across the nation give 500,000 books to communities that don’t regularly read. (Also celebrated in the UK & Ireland).

Festival de la Lectura Chacao (Chacao Reading Fair)
Collaboration between publishers and the Mayor’s Office which holds readings and lectures.

World Book Capital 2014
(Port Harcourt, Nigeria)
Nigeria will spend the year focusing on improving literacy rates and encouraging youth to become engaged with Nigeria’s book culture.

Saint Jordi’s Day
In Catalonia, Book Day falls on Saint Jordi’s Day, where streets are filled with exchanges of books and roses.

Student Focus
Publishers collaborate with local NGOs to donate books to libraries and conduct reading sessions for students of slum areas.

How will YOU celebrate #WorldBookDay2014?
Let us know!!
Australia
1. World Book Day in Australia has traditionally not been celebrated due to a greater focus on Book Week (Aug. 16-Aug. 22, 2014) and because of the day’s close proximity to ANZAC Day (April 25), when Australia commemorates its war dead.

2. BookTown Australia is working on an initiative called “One Town-One Book,” to encourage the celebration of World Book Day, especially in its context in the international community. The initiative aims to encourage communities to participate in community reading programs. 

Belgium
1. Normally, the publishers association and the BoekenOverleg (Book Council) organize ‘the State of the Book’, a dialogue between different actors in the book chain, on April 23 or thereabouts. This year it happened on March 14, to focus attention in the run-up to regional, federal and European elections.

2. Competition for Best Designed Books. During Youth Book Week, the publishers association organizes the promotion and distribution of selected book designs. The selection is made by ‘Stichting Lezen’, a Flanders organization which promotes reading: this year’s theme is ‘Danger’.

Bosnia and Herzegovina
Like every year, a message from UNESCO will be read on the 23 April during the opening of the Sarajevo Book Fair. The theme of the fair is "word-book-universe". The poet Ivan Kordic is to open the book fair, together with young artists who will read their poetry in several languages (languages of the minorities in Bosnia Herzegovina such as Albanian, Roma, German, Slovakian, Czech, Polish and others).

The whole town will be involved in celebration of the World Book Day: bookshops, libraries and schools, for instance, children will paint on the theme of the meaning of books in their education. Reading campaigns will also be present on Facebook and Twitter.

Brazil
The Brazilian Book Chamber will promote a special programme called “School Book”, lectures given by specialist teachers about books and reading.

Canada
There are many ongoing programs to promote reading, including the National Reading Campaign, aimed at promoting reading among all ages and sectors of Canadian society. 
http://www.nationalreadingcampaign.ca/

Georgia
There will be an exhibition and book fair on the 23rd of April from 11:00 to 20:00 at Pushkin Square in Tbilisi. This year the theme of the festivities is “Give a Book as a Present.” Pushkin Square is one of the liveliest areas of Tbilisi, and the square will be filled with flowers, publishers, and book stores!

On Friday 25th of April in Gudiaishvili Square, there will be a public lecture on “Jazz and Literature.” Georgian poets will read their poems and the event will end with a public film session.

These events are organized by the Georgian Publishers and Booksellers Association, the Georgian cultural development centre, the Elene Akhvlediani art gallery, Artarea, Writers House of Georgia, Georgian Librarians Association and Tbilisi Public library.

Germany
There is a nationwide campaign to promote reading through a book voucher promotion. This year, the theme is “Vorsicht Buch” (“Attention Book!”) and “Schenk ein Buch” (Give a book!), which focuses on the promotion of gift giving through book exchanges and sharing the joy of reading with others.

http://www.welttag-des-buches.de/de/550493

Hong Kong
Books Go Walkbout (based in Cambridge, UK) and the Kellett School in Hong Kong are organising a live conversation between an author and school children, featuring award-winning Australian writer Carol Wilkinson.

http://www.dolphinbooksellers.co.uk/blog/2014/03/06/world-book-day-2014-hong-kong-and-australia/

Hungary
Hungary was one of the first countries to celebrate World Book and Copyright Day. Every year since 1995 the International Book Fair Budapest has opened on April 23rd. In the opening ceremony, the day’s significance is always highlighted, being the
anniversary of the deaths of Cervantes and Shakespeare. Hungary has also adapted a Catalan custom: the person opening the festival - if it’s a male - gives a red rose to a lady, who in return gives him a book. Female visitors to the Book Fair will also receive a red rose. The Publishers Association of Hungary has set up a foundation, named after Géza Supka, which regularly organizes programmes to promote reading, supported by grants and by the Hungarian book market. In 2001, they set up a large-scale campaign that lasted for a whole year, modelled on the British National Year of Reading.

Iceland
Several years ago, the Icelandic Publishers Association (IPA) changed the name of the day from “The Book Day” to “The Book Week” (although in fact Iceland celebrates books for two weeks). An Icelandic national holiday, the first day of summer, is celebrated around The Book Week. This year it is on the 24th of April and IPA continues to urge people to keep the tradition of giving children summer-presents on that day – children’s books of course! The IPA and Iceland’s leading newspaper, Fréttablaðið, will distribute a special paper, “the Spring Book Report” to 90% of homes in Iceland, introducing new titles that have been published this year.

India
1. Leading publishers in India organize various seminars and conferences.
2. Publishers donate books to libraries and conduct reading sessions for students of slum areas in association with other NGOs.

Ireland
1. Ireland celebrates World Book Day in March along with the UK. However, as part of the UNESCO City of Literature programme there is usually an event held on or around 23rd April. This year it is an event “Celebrating Seamus Heaney” in the National Concert Hall
   http://www.dublincityofliterature.ie/newsmedia/558-celebrating-seamus-heaney.html
2. One City One Book is also held for the month of April each year. 
   http://www.dublinonecityonebook.ie/
3. There was a reading by Irish author Mary Arrigan, who wrote a book exclusively for World Book Day called, “Milo and the Long Lost Warriors.”
4. Events in bookshops across the country, free bookmaking workshops at the National Print Museum, and a five day/five different venue-book tour featuring 12 authors. 

Italy
World Book Day is the starting point of Il Maggio dei Libri, a campaign to engage and promote reading. Founded in 2011 with the aim of emphasizing the social value of reading as a key element of personal and cultural growth, the national campaign is sponsored by the Centro per il Libro e la Lettura (Centre for Book and Reading) of the Ministry of Culture and Tourism, in collaboration with the Italian Publishers Association. The campaign also relies on the support of the Presidency of the Council of Ministers, the Conference of Regions and Autonomous Provinces and the National Association of Italian Municipalities.

For more information on the campaign visit www.ilmaggiodeilibri.it and the web site of the Italian Publishers Association www.aie.it

Kenya, Zambia, Uganda
1. Book Aid International have stocked mobile libraries with tens of thousands of books. Mobile libraries allow thousands of people who live in nomadic communities to have access to books. The libraries also play an important educational and support role to these communities. 
   http://www.bookaid.org/world-book-day-supports-mobile-libraries/
2. Book Aid International is providing resources to prison libraries. Prisons typically house hundreds of people but lack basic resources. 
   http://www.bookaid.org/world-book-day-supports-prison-libraries/

Lebanon, Syria
There are over 2.5 million Syrian refugees in neighboring countries. For the past three years, the majority of children have been unable to go to school because their families cannot afford school fees. ShelterBox is promoting its book, “The Day the Bombs Fell,” where £1 from every sale of the book will go to help these children and families.
Malta
Miller Distributors, an importer, distributor, marketer, and retailer of books is organizing a book promotion through their branch of retail brand stores, Agenda Bookshops.

Netherlands
Many celebrate World Book Day on March 6th, as in the UK. Book stores organize promotions and campaigns.
http://oranjeflamingo.wordpress.com/2014/03/06/

New Zealand
World Book Day is celebrated on March 6th. There are country-wide events and initiatives to spread the joy of reading for all ages. Across Australia and New Zealand, World Book Day Resource Packs and book vouchers have been distributed to over 14 million children and young people.

Nigeria
1. The Nigerian Publishers Association (NPA) is planning a press conference on the 23rd April 2014 to sensitize the Nigerian audience on the events at the publishing industry and highlight the importance of reading books.
2. Port Harcourt has been named the World Book Capital of 2014. The representatives of the previous World Book Capital 2013 - Bangkok will formally hand over the baton to Port Harcourt during an official opening ceremony at Hotel Presidential on April 23rd. Rtd Gen. Abdulsalami Abubakar will be the Chairman of the event and the Nobel Prize Laureate Prof. Wole Soyinka will address the keynote speech. Many officials, celebrities and notable writers will be present at the ceremony. The event will also showcase the launch of the PH WBC theme song.
http://www.portharcourtworldbookcapital.org
3. Dickens Sanomi Foundation is partnering with Kachifo Ltd, an independent publishing house in Lagos State to distribute over 1000 literature books to senior secondary schools in Abuja, Lagos, and Delta State.

Portugal
1. In April, the Portuguese Publishers and Booksellers Association teams up with the Lisbon Libraries Network, the National Book Institute, and the National Reading Plan Institute, to promote an activity called “Ler em Todo Lado” (“Reading Everywhere”). Books and reading will occupy streets all over the country and challenge everyone to join the movement. The main purpose is invite people to get outside and read in the garden, in the library, at the beach, in the bus, in the playground etc.... ie to Read Everywhere.
2. There will be book presentations, author meetings in libraries and in bookshops, storytelling for children and families, workshops, exhibitions, theatre performances, reading marathons, street fairs and many promotions and discounts on literary materials. The full agenda can be found at: http://leremtodolado.pt/

Serbia
1. From 17 to 28 April, the Publishers and Booksellers Association of Serbia hosts many activities including a round-table discussion on author’s rights at the National Library of Serbia, a book festival, promotional activities and press conferences.
2. The book festival “We’re all readers” opened on 19 April, in the presence of prominent writers Svetislav Basara and Aleksandar Gatalica. The festival attracts book lovers from across the country and creates a common space for the exchange of knowledge between authors, publishers, and readers.
3. A round-table discussion will be organized on 23 April at the National Library of Serbia, devoted to the issue of author’s and related rights in Serbia. This is supported by the Ministry of Culture and Information, the Ministry of Education, Science, and Technological Development, the Belgrade City Secretariat of Culture, the National Library of Serbia, the Belgrade City Library and many others.

South Africa
1. The city of Cape Town organizes many activities at libraries
2. Africa Blessings charity organized a reading for children at The Hiding Place Learning Centre, a preschool for children from rural communities.
3. On 5th March 2014 (World Read Aloud Day), there was Nal’ibali (“here’s the story”), a national reading-for-enjoyment campaign.

Spain
1. In Catalonia (where World Book Day coincides with Saint Jordi’s Day), there is a tradition to give a rose and a book. Many streets around Barcelona are filled with bookstalls and roses, book signings by authors, special events in libraries and concerts in the streets. http://www.pontas-agency.com/books-day/?sec=Barcelona
2. Today, the Cervantes Prize, the most prestigious prize in the Spanish language, will be awarded by the King of Spain to Elena Poniatowska, Mexican writer and journalist.
3. Miguel de Cervantes’ “Don Quixote” is read during a two-day “readathon”.

Sweden
2. In Gothenburg, authors are speaking at city libraries. This year, World Book Day will focus on the theme, “The Courage to Tell.”
3. Libraries across the nation will be holding various activities.
   http://www.bokmassan.se/sv/nyheter/varldsbokdagen-den-ska-vi-fira/

Switzerland
1. The Swiss Lobby of Books is the primary facilitator of World Book Day in Switzerland. This year, they will partner with the Swiss National Railways to promote a multilingual, themed “travel time is reading time” initiative where rail travelers will be given a book to read on the train.
2. There will be an MMS-competition where readers film themselves with their favorite book on their mobile phones and publish them online to
   www.readme.cc.
   http://www.welttagdesbuches.ch/

United States of America
World Book Night is now in its third year. This is a national event where 25,000 volunteers across the nation give 500,000 books to people in their communities who don’t regularly read. Authors waive their royalties and publishers agree to pay for the production and distribution of the books. This year about one-third of the books in the U.S. will be given to youths in middle schools and high schools, but most will be handed out at community gathering spots. www.worldbooknight.org.

Venezuela
Six years ago the "Festival de la Lectura Chacao" (Chacao Reading Fair) was established in Caracas. There are a range of activities including press conferences and readings. The National Book Center, an institute from the Ministry of Culture, arranges a series of activities. http://www.cenal.gob.ve/index.php/eventos/dia-del-libro.html