

Read. For Real! The organisers of the European Authors Day are sending out an open invitation to celebrate the joy of reading.



“Be the change you want to see in the world” – this is the call to authors, bookstores and publishers, schools and preschools, libraries and cultural centres, businesses and local authorities, non-profits and parents, readers – essentially, everyone – to co-create and take part in the celebration of the 2025 European Authors Day.

#ReadForReal is an international project co-funded by the Creative Europe programme implemented by a consortium of 7 organisations from 5 countries. **The great European celebration of literature and creativity will take place every year from November 11 to December 12.** For the start, cross-border authors tour will connect writers with readers in 43 Creative Europe countries. But the celebration will be so much more – it intends to engage people from different places all over the continent to organise their own reading activities with the **#ReadForReal** slogan.

How to get involved?

The consortium **encourages everyone to co-create this unique celebration** by

- organising their own event or reading project, or simply participating in the many local events
- joining [the reading challenge](#) organised for this occasion
- ...and much more.

A designated organisation will act as [national hub](#), responding to inquiries in their national language, supporting the organisation of local events, and providing printed welcome materials for schools, libraries, bookstores, businesses or municipalities that sign up as event organisers. Contact details to all national hubs and specific webpage for schools, libraries, bookshops and others can be found on the project website. If there is no hub in your country, you can still join the celebration, organise events and use available materials. You can also become one of the hubs and invite others to get involved.

#ReadForReal: Engage with literature

The project prioritises direct engagement with literature. This includes live experiences, such as meeting authors or reading aloud, which is proven to be largely influential on children’s brain development, their concentration span and level of thinking. This is especially vital in today’s world, overwhelmed by the addictive power of apps yet craving genuine human connection, as well as in the face of troubling declines in critical thinking skills.

#ReadForReal: Take the lead!

The free materials available on the website (such as logos, images, social media frames, scenarios, posters, bookmarks, door hangers, challenges and more!) provide wide opportunities for creativity,

European Authors Day #ReadForReal

www.readforreal.eu www.readforreal.com

info@readforreal.com

facebook: @READ.forReal

instagram: @read.forreal

and initiative – giving event organisers the tools to become influential leaders within their communities.

Why get involved?

#ReadForReal: Invest in the future.

75 million adults in Europe lack sufficient reading comprehension skills. Many are excluded from economic and social life – a tremendous loss for individuals, communities, and democracies as a whole. On the other hand, research proves that reading really is miraculous - it has the power to change lives by stimulating the development of our brains. Each of us can use reading in order to generate a positive change within our own communities.

#ReadForReal: Meet a superhero.

Creativity is one of the defining traits of humanity. It enables us to generate new ideas, solutions, products, and systems. Book creators – writers, illustrators, graphic designers and translators – embody this essence of humanity. Their creativity inspires thought, change, and progress. Meeting a creator, in this sense, is like meeting a superhero.

#ReadForReal: Register your event at www.readforreal.com

Who's behind it?

The European Authors Day celebrations under the banner **#ReadForReal** are organised by a consortium led by the **Universal Reading Foundation (Poland)**, in partnership with the **National Library of Poland**, **Stiftung Lesen** (Germany), **Ciclic Centre-Val de Loire** (France), **Chetene** (Bulgaria), and two international organisations: the **Federation of European Publishers** and **EURead**. The project is co-founded by Creative Europe.

The consortium will build on the work carried out to date within Creative Europe in the previous editions of the European Authors Day in 2023 and 2024, focusing on three key pillars:

- the annual European Authors Day within the **#ReadForReal** campaign,
- recurring workshops supporting professionals and reading promotion networks,
- and yearly international conferences providing space for reflection and building change.

“Be the change you want to see in the world, as Gandhi famously said, aptly captures the goal we aim to achieve together with hundreds of thousands of teachers, librarians, booksellers, and creators across Europe. We are all a part of this mission – everyone has a potential to make a meaningful impact. Our dream is for everyone to feel invited to join and contribute, so we all, across Europe, apart from different countries, languages, culture and backgrounds, can enjoy the process of co-creating #ReadForReal and celebrate reading.” – the consortium members conclude.

Join us today and make a difference in your community!

www.readforreal.com | www.readforreal.eu

Instagram: @read.forreal | Facebook: READ. for Real

Find your national hub at <https://www.readforreal.com/find-your-hub/>

Register your event at www.readforreal.com

European Authors Day #ReadForReal

www.readforreal.eu www.readforreal.com

info@readforreal.com

facebook: @READ.forReal

instagram: @read.forreal