

# Libraries



# Spread the Word

Books to Talk About 2009

## www.spread-the-word.org.uk

2009 is the second year of World Book Day's activity for keen adult readers and book lovers – **Spread the Word: Books to Talk About**. Readers from all over the world have been invited to vote for **The Book to Talk About 2009**.

The Spread the Word website invites book lovers to join the debate, share thoughts and comments, as well as recommend titles which have genuine word of mouth appeal and discussion potential. From October reading groups and individuals were asked to vote for their favourite title from a longlist of 50 'hidden gems', both fiction and non-fiction selected by an industry panel. The site is a resource for new and existing book groups, with useful links and the chance to win books and £100 of National Book Tokens each week.

### Spread the Word - Books to Talk About in your local library

The ten most popular titles will be announced on **30th January 2009**, and will be the focus when the online discussions move into libraries and bookshops around the UK, with the launch of the **Spread The Word: Books to Talk About Reading Groups**. These will be held on or around **World Book Day 2009**, and will also be a great opportunity for anyone new to book clubs to get involved, with 'taster' groups as well as appearances from shortlisted authors.

Voting will continue throughout February for the title which readers think will best spark discussion in reading groups and amongst friends. The winning author of **The Book to Talk about 2009** – and recipient of a £5,000 prize – will be announced on

World Book Day, Thursday 5th March.

### What you can do to support Spread the Word – Books to Talk About 2009

1. Display the material supplied to publicise the online activity
2. Organise an reading group event on or around the time of World Book Day (Thursday 5th March 2009) in your library or other venue
3. Bring new visitors in by promoting your event to 'first timers' both in the library and in your local media

### What's in the pack:

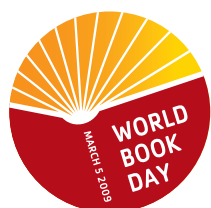
Pillar posters, empty belly event posters, shortlist stickers and bookmarks.

### What more you will receive:

Early notification of the 10 shortlisted titles for you to order and promote in your library; please use this list as a guide to choosing the title for discussion at your event.

**NB.** The 10 shortlisted titles will be promoted throughout the media; PR coverage of World Book Day every year runs into £millions AVE.

Please don't forget to let us know about your event. It will be listed in the Events section of the WBD website.



www.worldbookday.com

Sponsored by



### Further information or queries to:

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