

17-09-2025

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



“Be the change you want to see in the world” – this is the call for everyone to join in a shared celebration of reading and human creativity. The special multilingual website www.readforreal.eu is inviting authors, bookstores and publishers, schools and kindergartens, libraries and cultural centers, businesses and local authorities, non-profits and parents – essentially, everyone – to take part.

#ReadForReal is an international project carried out by a consortium of 7 organisations from 5 countries. **The great European celebration of literature and creativity will take place every year from 11 November to 12 December.** Author cross-borders tours will connect writers with readers in all Creative Europe countries. **Organisers encourage everyone to co-create this unique celebration.** Anyone can get involved – by organising their own event or reading project, participating locally, joining the book challenge, and much more.

So far, 27 countries have joined the preparations for the pan-European celebration. In each country 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 coordinators are available for all interested parties on <https://www.readforreal.com/find-your-hub/>

Why get involved?

#ReadForReal: Stay connected!

The program highlights direct engagement with literature – experiencing it live, and authentically – through meeting with authors. Reading aloud 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, and initiative – giving event organisers the tools to become influential leaders within their communities.

European Authors Day #ReadForReal

www.readforreal.eu www.readforreal.com

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#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

Press contact: Domenico La Magna – dlamagna@fep-fee.eu

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