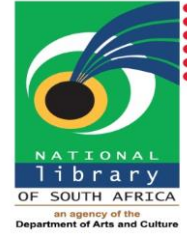




**LIMPOPO**

PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF  
SPORT, ARTS & CULTURE



**MEDIA RELEASE**

**Monday, 07 February 2022**

**For attention Editors and Journalists**

**LIMPOPO DSAC LAUNCH WORLD READ-A-LOUD-CAMPAIGN.**

The Department of Sport, Arts and Culture in collaboration with the National Library of South Africa (NLSA)'s Centre for the Book through the Outreach and Advocacy programme will join the rest of the country in commemorating World Read-A-Loud Day. This is an event adopted from the International Literacy calendar with aim of building, promoting, and sustaining the culture of reading in the country. The event is aimed at encouraging readers of all ages to celebrate literacy and the "pure joy and power of reading aloud.

The World Read-A-Loud Day will mark the launch of a series of reading campaigns to be hosted in the other 5 Districts of the Province in the Month of February. The Campaign will include Funda Mzantzi Championship Award Giving Ceremony for Limpopo winning book clubs, Storytelling to be hosted in the Sekhukhune District and Online book discussion to motivate children, teens, and adults worldwide to celebrate the power of words and creates a community of readers. This activity is conducted to enhance the reading channels and advocate the importance of reading.

The Read-A-Loud Day is arranged as follows:

**Date : 09 February 2022**

**Venue : Nzhelele Library**

**Makhado Municipality, Vhembe District**

**Time : 11:00**

Activities on the day will be conducted in the 4 dominating languages in Limpopo, Sepedi, Xitsonga, Tshivenda and English will include a Charade (play a book/story telling) by School Pupils, Poetry (advocating the importance of reading), Comedy, Book donations to schools. Objectives of the World Read-A-Loud Day is to raise awareness about the importance of reading and reading aloud, to instil the love of reading and to assist in the establishment and sustainability of book clubs.

For more information, please contact Jermina Kaka – 082 560 7197/ (015) 284-4321, [kakaj@sac.limpopo.gov.za](mailto:kakaj@sac.limpopo.gov.za) or MEC Spokesperson Lucky Tshilimandila 082 222 2930 [MECMLO@sac.limpopo.gov.za](mailto:MECMLO@sac.limpopo.gov.za)

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