



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA

Media Advisory

Attention : Editors and Journalists

Date : 14 April 2016

Deputy Minister Mabudafhasi to lead the Reading campaign, World Book and Copyright Day 2016 Celebrations in Limpopo

Arts and Culture Deputy Minister, Ms Rejoice Mabudafhasi together with the National Library of South Africa (NLSA) and the Limpopo Department of Sport, Arts and Culture will lead the Door-to-Door Reading Campaign, World Book and Copyright Day celebrations on Thursday, 21 and Friday, 22 April at Vhembe and Sekhukhune districts respectively under the theme, "My Treasure, My Story".

Deputy Minister Mabudafhasi will be joined by the MEC of Limpopo Department of Sport, Arts and Culture, Ms Nandi Ndalane and the National Librarian Professor Rocky Ralebipi-Simela. The theme highlights that when one reads a book, one accumulates treasure of mind, knowledge, skills and understanding.

The World Book Day Celebrations will amongst others seek to raise awareness about the importance of books and reading; reach out and give people access to books; educate citizenry on the significance of safeguarding their libraries as well as to celebrate authors of the books.

23 April is a symbolic date for world literature which was earmarked since 1616, commemorating Cervantes, Shakespeare and Inca Garcilaso de la Vega death. This day also marks the date of birth or death of other prominent authors such as William Shakespeare, Maurice Druon, Haldor K. Laxness, Vladimir Nabokov, Josep Pla and Manuel Mejía Vallejo. It was a natural choice for the UNESCO's General Conference, held in Paris in 1995, to pay a world-wide tribute to books and authors on this date. This is to encourage everyone especially youth, to discover the pleasure of reading and to gain a renewed respect for the irreplaceable contributions of those who have furthered the social and cultural progress of humanity. In this respect, UNESCO created both the World Book and Copyright Day and the UNESCO Prize for Children's and Young People's Literature in the Service of Tolerance.

The celebrations will be held as follows:

Day One: Door-to-Door Reading Awareness Campaign. More than 3500 books including South African literary classics and braille books will be donated to schools, old age centres and correctional centres to promote reading awareness.

Date : Thursday, 21 April 2016

Time : 07h30

Venue : Muthuhadini Combined School, Elim-Mpheni Village.

Day Two: World Book and Copyright Day celebrations

Date : Friday, 22 April 2016
Time : 10h00
Venue : Fetakgomo Hall, Sekhukhune

#worldbookday

#mytreasuremystory

For RSVP: Jermina Kaka: (015) 284 4321 or 082 560 7197 or kakaj@sac.limpopo.gov.za or Muponisi Nkuna: (012) 401 9711 or 083 471 0061 or muponisi.nkuna@nlsa.ac.za or Madimetja Moleba: 012 441 3737/ 072 842 6594 madimetjam@dac.gov.za

Media Enquiries: Deputy Minister's Spokesperson, Peter Mbelengwa: 082 611 8197 or petermb@dac.gov.za or Limpopo Department of Sports, Arts and Culture's Spokesperson, Kola Maila: 082 904 0262 or mailak@sac.limpopo.gov.za