



## EUROPE REALLY NEEDS READING



**Dear Publishers,**  
**Let's celebrate the European Authors Day**  
**2025 together! Save the date 11.11 – 12.12!**

### VISION

- Offering the experience of reading and buying **REAL** books for fun,
  - meetings with **REAL** authors and creators as a formative and fun experience,
  - introducing up-to-date most trendy topics for **REAL** conversations around books,
  - stimulating pleasure in **REAL** time around books,
- is the vision for **READ.ForReal**: beyond nationality, geography, social, religious or education differences.

### HOW

We are inviting publishers to unlock your entrepreneurial creativity and co-create **READ.ForReal** events during **11.11 – 12.12** (11<sup>th</sup> November – 12<sup>th</sup> December, annually from 2025). Invite authors, translators, illustrators (or other personalities) for exciting events at your bookstore. Inspirational scenarios and national contacts will be available at [www.ReadForReal.com](http://www.ReadForReal.com) from September 2025.

### WHAT FOR?

Meetings with your inspiring Authors is the most obvious thing to do, we know. **READ.ForReal** as a format to celebrate European Authors Day is planned to be an annual event for years to come, POS materials will be available each year for bookstores, libraries, schools and any other places you would like to work with. Our ambition is to build together a huge internationally visible celebration which will translate into a stronger position of book creators, more readers and last but not least, bigger end of year sales. We will be thrilled if you decided to join forces with us in order to achieve more together.

### TIMELINE

**30<sup>th</sup> JUNE**

announcement

**SEPTEMBER**

multilingual  
website launch

[www.ReadForReal.com](http://www.ReadForReal.com)

- downloadable materials
- contacts to national hubs
- physical materials available at national hubs

**11<sup>th</sup> NOVEMBER  
– 12<sup>th</sup> DECEMBER**

celebrations  
all around Europe

### CONTACT

In September  
national contacts  
will be available  
on the website.  
Follow us  
on FB and IG.

**instagram: @read.forreal**  
**facebook: READ. for Real**  
**[www.ReadForReal.com](http://www.ReadForReal.com)**

The European Authors Day is an EU-funded international initiative launched originally in 2023 and aiming to encourage young people to read and discover the joy of reading through the encounter with European literature.