



EUROPE REALLY NEEDS READING



Dear Booksellers,
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 booksellers to unlock your entrepreneurial creativity and co-create **READ.ForReal** events during **11.11 – 12.12** (11th November – 12th 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 from September 2025.

WHAT FOR?

Inspiring and fun events with interesting people are obviously a tool to build the client base of a bookstore. **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. Our ambition is to build together a huge internationally visible celebration which will translate into bigger end of year sales. We will be thrilled if you decided to join forces with us to achieve more together.

TIMELINE

30th JUNE

announcement

SEPTEMBER

multilingual
website launch

www.ReadForReal.com

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

**11th NOVEMBER
– 12th 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

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.