



**Press Release**  
**Embargo: 6.30pm**  
**Tuesday 6<sup>th</sup> December 2011**

## **WORLD BOOK NIGHT TARGETS PRISONS, LIBRARIES and HOSPITALS, FOR 2012 1,000,000 BOOKS GIVE-AWAY**

World Book Night Founder Jamie Byng laid out the charitable objectives behind the ambitious 1,000,000 books give-away initiative at a reception at 11 Downing Street tonight, which was hosted by Frances Osborne who has a personal commitment to literacy and reading in communities across the UK.

Addressing a capacity audience of supporters including leading figures from the arts, books and culture; authors and the literacy charity sector, **Jamie Byng said:**

“WBN recently launched our recruitment drive to the find 20,000 passionate members of the public who will help us give away 1,000,000 books on April 23rd, 2012 – Shakespeare’s birthday and the UNESCO International Day of the Book. As you will recall from our incredible inaugural event in March this year, we gathered in our communities – on street corners, in pubs and cafes, in bookshops and libraries, in community centres and in Trafalgar Square - exchanging the books we love and spreading and sharing the joys of reading with others. But for our event in 2012 it is our priority to take books to some of the hardest to reach potential readers particularly within UK prisons, libraries and hospitals, care homes and homes for the elderly. When people cannot come to us and participate in our events, we will take our books to them. If you live in a town without a bookshop – sign up, volunteer and we will create a WBN pop-up with you in your local town-hall or in your local square.”

World Book Night confirmed that 500,000 books would be distributed by the 20,000 volunteers and that 500,000 would be distributed directly to prisons, hospitals and disadvantaged communities in a new departure for 2012. Working again with Founding Charity Partner, The Reading Agency, all library authorities will receive full sets of books, including prison and hospital libraries, for outreach work in their communities. World Book Night will also link with the Reading Agency’s major new campaign Reading Groups for Everyone which aims to develop 20,000 library-linked reading groups by 2013 and, through this collaboration, World Book Night recipients and givers will be encouraged to set up reading groups and join the campaign, together aiming to form the “World’s biggest network of reading groups”.

### **Frances Osborne said:**

“WBN is a brilliant way of encouraging more people to read, and that should be both celebrated and supported.”

World Book Night is a galvanising charity, working closely in partnership with other charities operating in the literacy sector, including the Reading Agency (founding partners), World Book Day, Quick Reads, National Literacy Trust, Book Aid, Booktrust and Room to Read.

**World Book Night**  
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### **Patrons**

Damon Albarn  
Margaret Atwood  
Richard Branson  
Nick Cave  
Tracy Chevalier  
Roddy Doyle  
Carol Ann Duffy  
Dave Eggers  
Richard Eyre  
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Mary Portas  
Gail Rebeck  
J.K. Rowling  
Polly Samson  
Ali Smith  
Tom Stoppard  
Tilda Swinton  
Dominic West

For further information on World Book Night, contact Fiona McMorrough or Jessica Axe at FMCM on Tel: 0207 405 7422 or [fionam@fmcm.co.uk](mailto:fionam@fmcm.co.uk); [jessica@fmcm.co.uk](mailto:jessica@fmcm.co.uk)

## NOTES TO EDITORS

- **World Book Night** is a Charity dedicated to the promotion of books and reading.
- **World Book Night Editorial Committee:** Alastair Aldous, Fiona Burrell, Jamie Byng, Tracy Chevalier (Chair), Grace Dent, Seni Glaister, Jon Howells, Julia Kingsford, Dorothy Koomson, Jane Mays, Tim O'Dell, Tim O'Kelly, Chris Queree, Amanda Ross
- **World Book Night Trustees:** Jamie Byng, Penny Chapman, Mark Cousins, Michael Goldman, Jude Kelly (Chair), Ursula MacKenzie, Fiona McMorrough, Martin Neild, Lemn Sissay
- **World Book Night** will launch in the USA on April 23, 2012. The title selection process is underway and US Executive Director, Carl Lennertz aims to recruit 50,000 givers who will each give away twenty copies of one of the selected titles in their communities, replicating the WBN UK format in a 1,000,000 book give-away on a single night.
- **The Reading Agency** is a founding partner of World Book Night. The Reading Agency is an independent charity working to inspire more people to read more. It specializes in helping libraries make more social impact through reading. It is funded by the Arts Council. ([www.readingagency.org.uk](http://www.readingagency.org.uk))
- **World Book Night** is partnered with the **BBC**. The **BBC** creates partnerships with the arts sector that go beyond broadcast, from sharing expertise to widening public engagement in UK arts.

**BBC Radio 4** is delighted to be able to participate in World Book Night for the second year running. We want to encourage not just reading, but a deeper understanding of the writers whose books have been chosen. Each week we provide interviews, reviews and background pieces on world literature through Front Row (our daily arts programme), Open Book (our weekly books magazine programme), Desert Island Discs and single arts documentaries.

Discover a growing list of programmes from the Radio 4 archive, featuring this year's World Book Night authors, on the Radio 4 website now. We hope this will enhance the reading experience of those lucky people who are given a book, and all those many more who will use the WBN list to expand their literary horizons or encourage others to do so.

BBC Radio 4 has a growing archive of interviews and reviews with the World Book Night authors. Go to <http://www.bbc.co.uk/radio4/author-interviews>



THE PUBLISHERS  
ASSOCIATION

BBC is an official media partner to WBN

