



MEDIA RELEASE

The Hon Peter Garrett MP

Minister for Environment Protection, Heritage and the Arts

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MORE REASONS TO *GET READING!* IN 2010

Arts Minister Peter Garrett today announced a fresh new name and 10 new author ambassadors for Australia's largest annual promotion of books and reading.

Get Reading! is the new name for the program formerly known as Books Alive and Mr Garrett said it was exactly what he hoped Australians would do when the program kicks-off in September.

"Reading remains one of life's great pleasures for everyone and *Get Reading!* will again showcase 50 great titles to encourage Australians to remember just how great it is take time out with a book" Mr Garrett said.

Mr Garrett said through the *Get Reading!* campaign people purchasing one of the selected 50 titles would also get a choice of either a free give away collection of short stories featuring some of Australia's most loved authors or a children's book. Both are specially commissioned for *Get Reading!*.

"Alex Miller, Christos Tsiolkas, Craig Silvey, Nick Earls, Malla Nunn, Mark Dapin, Maggie Alderson, Judy Nunn, Georgia Blain and Rachael Treasure have this year joined the *Get Reading!* campaign as author ambassadors.

"In addition to being able to read their great work, Australians may also get the chance to hear from some of them in person as they travel the country to promote the joys of reading.

"Few other activities have the power to take us on a journey of the imagination like reading a good book can, and I am really looking forward to the announcement of the titles that will this year have people right across the nation staying up late into the night unable to put their book down."

Mr Garrett said he was pleased to announce that Sandra Yates had been reappointed as *Get Reading!* Chair for 2010 and Cheryl Akle had also been reappointed as the Project Director for 2010-13.

Now in its ninth year, the *Get Reading!* campaign will be held during September 2010.

"We know from recent Australia Council research that 84 per cent of Australians read a novel in the past year.

"Since it began *Get Reading!* and Books Alive have directly resulted in the sale of an extra 1.36 million books throughout Australia, opening up a whole new world of great yarns and experiences to people of all age groups right across the country. I am sure this year will be no exception," Mr Garrett said.

Get Reading! is an Australian Government initiative, managed through the Australia Council for the Arts.

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