



Dear friends and activists

How we celebrated New Zealand Book Month *New Zealand Book Month is over for 2011 – but what a wonderful month it was!*

Together, we created over 300 events to celebrate books and reading across the country. These events took place in libraries, cafes, schools and telephone boxes, from Russell to Invercargill, and with attendees from 2 to 82 years of age. We're especially thrilled that this year's calendar featured so very many events for children, since research shows that the number of books a child has at home is more influential on their educational outcomes than their parents' education, occupation and class. Your enthusiasm, creativity and sheer hard work absolutely demonstrated that "Books Change Lives".



Thanks to funding from Creative New Zealand and the ASB Community Trust, we were able to help some of our finest New Zealand authors star at events around the country, and to promote them both online and in print. A wealth of authors gave their time so generously to celebrate New Zealand Book Month – including writers and illustrators of picture books and poetry, crime and romance, fine art and fantasy, cookery and sport, social history and humour, biography and autobiography.

Many of you have been in touch to share feedback and photos from your book celebrations. To view some of our favourites, [click here](#). Here are just a few examples of the wonderful words of encouragement you shared with us:

"NZBM is one of my favourite promos of the year - so easy to be inspired by! Cheers until next year!" Di, Waiheke Library

"This is a fantastic promotion for reading books." Dee, Whangarei Boys' High School

"The promotion was used with gusto by our customers (especially young families with school-aged children). We believe [New Zealand Book Month] created a good feeling around books and book-buying." Mary, Rona Gallery, Lower Hutt

A special thank you to our wonderful sponsors...

Thanks to our generous sponsors, we were able to design, print and distribute 4 million \$5 book vouchers to encourage both passionate and new readers to find a great new book during March 2011. We were also able to spread our "Books Change Lives" message on TV, radio and in print. Without the vision, creativity and commitment of these sponsors, this year's New Zealand Book Month simply wouldn't have been possible.



... and to all the great booksellers and publishers who took part!

Over 290 booksellers redeemed vouchers in their stores, and together with the publishers of the books you chose, they bear the cost of redeeming the \$5 book voucher. Some booksellers are still counting and processing their vouchers, but we estimate that **as many as 85,000 books were bought with vouchers during New Zealand Book Month**. That's 6% more books bought in March this year than March last year, which is a tremendous result. Many passionate booksellers also planned and organised fantastic community events including, but by no means limited to, Charlene at Blenheim Bookworld, David at Hedleys Booksellers in Masterton, Tilly at Unity Books in Wellington and Nevena at Time Out Bookstore in Auckland.

Don't forget – if you are in Christchurch, you can still use your \$5 book in 30 named booksellers around the city until 31st May. [Click here](#) to find a store near you.

Put March 2012 in your diary today!

With this year's campaign over, we're closing the New Zealand Book Month office for the winter. For those of you who received funding towards author events during New Zealand Book Month, note that the deadline for feedback was a week ago. **Please send all outstanding claims and reports to Nikki straight away, and by Wednesday 20th April latest, so that we can process these before we go.** These should be emailed to nikki@nzbookmonth.co.nz or posted to the address below.

The NZ Book Month team will be in touch in early spring to start sharing plans and ideas for March 2012, but in the meantime a huge thank you from all of us at New Zealand Book Month 2011.

Nikki, Beth, Gina and Nat



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