



FOUR MILLION BOOK VOUCHERS WILL BE DISTRIBUTED FOR NEW ZEALAND BOOK MONTH

Dear Book Month friends and organisers

In addition to well over 200 great events that you've organised for New Zealand Book Month, we are pleased to let you know there's an exciting new promotion to take the celebration of books and reading right across New Zealand – and to more readers and potential readers than ever before during March 2011.

Watch out for New Zealand's biggest EVER book celebration!

This March, we hope to put books into more homes across the country than ever before. New Zealand Book Month will distribute four million \$5 book vouchers as part of the **Books Change Lives** campaign.

Each voucher entitles the bearer to \$5 off the book of their choice – that's ANY book they choose, providing it's priced \$10 or more – in any of 290 participating booksellers across the country.



For the last six months the team at New Zealand Book Month has been working closely with key publishing and bookselling organisations to develop an exciting new book campaign to reach out to new, lapsed and occasional readers across the country – and to encourage them to find their next life-changing book during New Zealand Book Month. We've also shared our plans and ideas with a number of sponsors who have helped make those ideas a reality...

Here's how the vouchers will be distributed:

To children in schools

Vouchers will be sent out to 750,000 children, via their schools, from 23rd February – courtesy of Chevron New Zealand, under the brand **Caltex Energy for Learning**, in association with The National Library.

Chevron NZ spokesperson Sharon Buckland says,
“Chevron New Zealand is very supportive of schools and literacy programmes as part of our strong community focus. Last year alone, we donated \$70,000 in individual school grants for reading recovery resources – ensuring that schools and communities had much-needed materials to help children learn to read. Now, in support of New Zealand Book Month, Caltex Energy for Learning is continuing this literacy focus by encouraging people to ensure there are books in as many New Zealand homes as possible.”

Straight to homes

Thanks to our key sponsors **TVNZ 7**, we are able to post 2.2 million vouchers into residential letterboxes on 1st and 2nd March.

Philippa Mossman, Channel Manager TVNZ 7 says,
“TVNZ 7 has an increased remit to offer information programmes for family viewing (including the Kidzone pre-school programmes previously available on TVNZ 6) as well as a continued commitment to arts, cultural and documentary programmes. We have partnered New Zealand Book Month for the past three years, but are especially pleased to have been instrumental in realising and delivering the “Books Change Lives” \$5 voucher campaign – encouraging book ownership and reading in homes throughout New Zealand, and highlighting the power that books can have in all our lives.”

And, under the banner of **BNZ Literary Awards**, BNZ will include 560,000 vouchers in their credit card and bank statements during the weeks commencing 9th and 16th March.

Andy Symons, Director of Retail at BNZ says,
“We're strong supporters of literacy; BNZ has sponsored the BNZ Literary Awards, formerly the BNZ Katherine Mansfield Awards since their beginning. The awards commemorate New Zealand's best known short story writer and have celebrated literary excellence for over half a century. We are delighted to champion New Zealand Book Month by distributing over 600,000 vouchers to our customers. BNZ welcomes the “Books Change Lives” initiative which celebrates the power and importance of books and reading in shaping our lives – both as individuals and a nation.”

And if you don't receive your vouchers through one of the above routes, we are pleased to say you will also find them:

- In our favourite national newspaper and sponsor, the **Sunday Star-Times**, on 13th March
- OR
- On the counter of your local Caltex fuel station
- OR
- On the counter at your local BNZ store

A huge word of thanks to our wonderful sponsors!

Our project director, Nikki, highlights the huge contribution that each of the above sponsors has made to enable this celebration of books and reading to take place. And not forgetting the vital sponsors who have made the **Books Change Lives** campaign happen behind the scenes – including the wonderful teams at printers Printlink and Blue Star New Zealand, and at our creative agency Rapport Advertising and Marketing.

Coming soon... the biggest EVER New Zealand Book Month

With your passion and enthusiasm, over 200 fantastic events in place, and an exciting new book promotion to reach even more readers and potential readers than ever before, we are almost set for the biggest EVER celebration of books and reading.

More from us soon... but look out for stories about New Zealand Book Month on TV, on radio, and in the press over the coming weeks.

As always, we'd love to hear from you! Please share your plans with us by [updating your events on our website](#), and for last minute help and questions, be sure to contact Beth at beth@nzbookmonth.co.nz.

From all the team at New Zealand Book Month HQ,
Nikki, Beth, Gina and Nat



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