

### **The Reading Agency: order deadline for 2006 reading resources**

The order deadline is approaching for The Reading Agency's 2006 reading resources, as highlighted in the new brochure, which was made available on 1 October. **Please note this deadline is Friday 27 January 2006.** Our reading promotions provide libraries and their partners with high quality, value for money, flexible tools to help develop their work with readers: stunning display materials, comprehensive resource packs and dedicated booklists.

#### **Reading Promotions for adults:**

Cultural diversity – the next chapter: **Made in Britain** is a celebration of UK African, Caribbean and Asian writers - from Zadie Smith to Luke Sutherland, Hari Kunzru to George Aligaiah, Waris Dirie to Tash Aw. With a striking design, **Made in Britain** actively promotes a positive and contemporary image of the library and the diversity of its offer to readers.

Fun with new readers and audiences: **Laughter Lines** is a humour reading promotion. developed by East Midlands Libraries. Designed to appeal to a broad range of readers, **Laughter Lines** has books, DVDs, and CDs – from TV tie-ins to graphic novels; poetry to fiction and comes with fun post-it notes for reader recommendations.

Harnessing the power of word-of mouth! **Borrowers Recommend** sells the benefits that readers value most in libraries: free books, experimentation, risk-taking, wide choice and help from knowledgeable staff. Designed for readers groups and to work along side the main 2006 Reading Partners' Borrowers Recommend promotion, **Borrowers Recommend** includes fun giveaways to connect libraries with readers: 'What am I reading?' badges, Borrowed Read Loved notepads, 'new reads' bookmarks and Borrowers Recommend cards and shelf attachments

#### **BOOX Reading Promotions for young people:**

Want to reach the young people other reading promotions can't? Get **Manga Mania 2006**. Manga is the fastest growing area of publishing for young people (13 – 16 years). It's hip, stylish and appeals to girls AND boys. 70 library services took part in Manga Mania 2005. Don't miss out in 2006! New for 2006: screensaver and collectible manga badges.

Send teenage readers into orbit with **Out of this World!** Combining the thrills and mystery of fantasy with mind-expanding science fiction, **Out of this World** is an intergalactic selection of books for 14 to 18 year olds.

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Make space for young people with the **Teen Spaces** poster set. Attractive and contemporary, **Teen Spaces** promotes what libraries have to offer young people: books, cds, internet and games.

**Ordering & Contact Details:** The order deadline for: Made in Britain, Laughter Lines, Borrowers Recommend, Manga Mania 2006, Out of this World and Teen Spaces is: **Friday 27 January 2006**. Customers will receive their stock from March 2006 onwards. For further information on ordering please contact Alison Shakspeare on 0871 750 1207; email: [resources@readingagency.org.uk](mailto:resources@readingagency.org.uk)

Reading resource details and a downloadable order form can be found on:  
[www.readingagency.org.uk](http://www.readingagency.org.uk)

**Ends/Dec 2005**

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**Editors Notes:**

1. The Reading Agency's aim is to inspire a reading nation
2. The Reading Agency works in partnership with key library based professional networking bodies
3. The Reading Agency is funded by Museums, Libraries and Archives Council (MLA) and Arts Council England (ACE)
4. EMERALD: East Midlands Libraries working together to promote books and reading
5. Reading Partners: a partnership consortium which aims to revolutionize the way public libraries and adult publishers work together. A two year pilot is being led by The Reading Agency, nine publishers and the Public Lending Right.