



MY
NEXT
READ

What's your next read?

Inspire Europe

An initiative by the European and International Booksellers Federation

www.mynextread.eu

Hashtags enter the bookstores

Official launch of #mynextread campaign: LET'S INSPIRE EUROPE

Paris, 21.01.2015

Today in Paris, 21 January 2015, the EIBF is launching its *#mynextread* campaign. Bringing together booksellers in the EU and beyond, *#mynextread* is a multi-faceted campaign entirely developed at the initiative of EIBF aiming to energize the retail book sector and inspire a new generation of readers. Social media are where we are. And *#mynextread* is where bookshops and social media meet.

"Read what you want, when you want, in whatever format you want" is the *#mynextread* message. The goal is to promote access, choice and sustainability within the book trade.

Booksellers and readers have been put at the heart of the campaign and *#mynextread* is for them.

All booksellers, on an individual basis, are invited to join the campaign. Participation is free, and EIBF provides participants with free templates and personalized bookmarks with bookshop logos, bags and tee-shirts with the form available <http://eibf-booksellers.org/links>

Readers are invited to spread the word through their social media accounts.

Available on Facebook, Twitter and Instagram *#mynextread* accounts only ask to be fed by users' reading experiences.

The formula is simple: take a selfie of your next read, share it online and spread the word!

The *#mynextread* campaign will help to equip EIBF to engage with EU decision makers in working towards maintaining a vibrant bookselling sector in a dynamic, culturally diverse world.

So, what will be your next read? Share it on *#mynextread*.

Spread the word!

For further information: info@europeanbooksellers.eu

Or visit: www.mynextread.eu



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