

Leabhar Power!

3rd – 17th March 2008

Leabhar Power, now in its fourth year, is set to promote the wealth of Irish language books with a series of events and promotions during Seachtain na Gaeilge.

Bookshops across the length and breadth of the country will be holding one-off events, with the cream of Irish language authors, designed to inspire and enthuse children to pick up that book!

Authors such as Gabriel Rosenstock, Aoife Ni Ghuairm and Tadhg Mac Dhonnagáin will be reading from their bestselling books for children in locations from Dublin to Galway, Antrim to Kerry. At the events, organised in bookshops around the country, authors will bring their characters to life, creating a unique experience for all involved.

As an added bonus, children who attend events will all receive Leabhar Power goodie bags that will include balloons, magnetic bookmarks and Leabhar Power sticker sheets to remind them and their friends and family to think Irish during Seachtain na Gaeilge and to get out there and buy Irish language books! See full listings in the Daily Star issue of SULT for exciting children's readings in your local area.

In 2007 we were asking people to buy an Irish language book and feel the power! This year we want to extend that message to every household in the country, including homes where Irish is not the first language:

Have You Got Your Leabhar Power?

Check your bookshelves! Do you have enough Irish language books? How many new releases do you have from 2008? How many murder mysteries? Romances? Joke books? New plays? Poetry books?

Leabhar Power will be helping people to choose from the huge range of new Irish language books available through the Leabhar Power catalogue. The catalogue is an invaluable guide to what's new and what's hot in Irish writing and will be available in all good bookshops as well as libraries all over Ireland, north and south.

And...

everyone that buys an Irish language book in one of our participating shops this year will receive a fab new Leabhar Power canvas bag to bring it home in!

The range of Irish language writing available in bookshops and libraries throughout the country is continually growing, with high quality authors and great writing for those with all levels of Irish so...

Have You Got Your Leabhar Power?

Give it a go, buy a new Irish language book and get yourself some Leabhar Power!

Leabhar Power is a promotional initiative organised by CLÉ - Irish Book Publishers' Association, Foras na Gaeilge, Bord na Leabhar Gaeilge, The Arts Council/An Chomhairle Ealaíon and ÁIS the book distribution agency.

For more information contact:

W: www.leabharpower.com

Elly Shaw, Events Manager

T: 085 7889472

E: eolas@leabharpower.com

Contact CLÉ - Irish Book Publishers' Association for information on the Leabhar Power campaign:

T: 051 447945

E: projects@publishingireland.com