



ÖSTERREICHISCHER VORLESETAG

Why echo media house?



echo media house has been inventing and creating book projects of all kinds for over 20 years

- to promote reading
- to make an active contribution to general education
- to prepare for qualified working opportunities.

All this - as well as the Austrian Reading Day - happens **WITHOUT** public subsidies and is substantially financed by sponsors and donors.

The book projects of echo media house

Austrian Reading Day

Around the Burg

CHILDRENS READING FESTIVAL

Crime Mystery Night

A city. A book.



Eine STADT. Ein BUCH.

March

May

July

October

November

People throughout Austria
read literary texts to
other people

24 hour author readings
at the Vienna Burgtheater

Thousands of free books
await young readers at the
Vienna City Hall

In about 40 Viennese
coffee houses and some
special locations, authors
read their detective
stories.

An international
bestselling author reads
and 100,000 free books
are distributed to the
Viennese public.

www.vorlesetag.eu

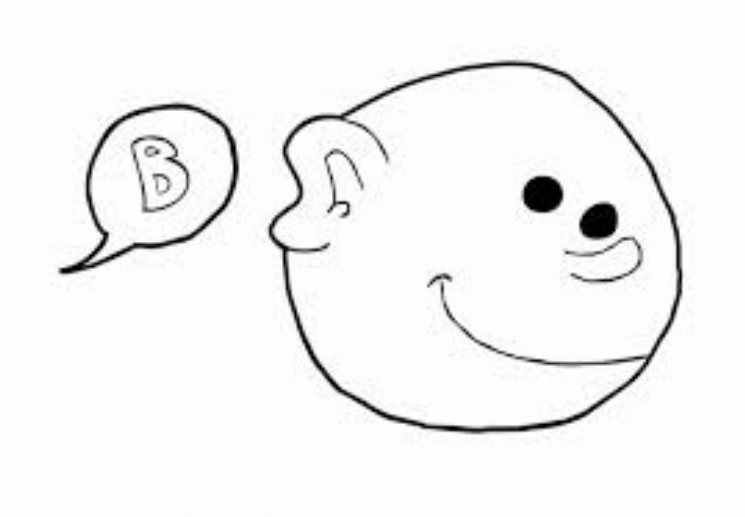
www.rundumdieburg.at

www.kinderlesefest.at

www.kriminacht.at

www.einestadteinbuch.at

The idea



Reading is the cornerstone of education, arguably the most important cultural technique.

Unfortunately, today more and more people find it increasingly difficult to engage in texts that are longer than a Tweet.

Literature threatens to become a minority program.

So we start where everyone starts: as listeners ...

If parents or teachers had not read to us, we would never have become readers.

The goal



With the Austrian Reading Day, we want to set a clear signal for the reading of literary texts and for the book as a medium.

Our ambition is to turn the Austrian Reading Day into a national movement for reading books.

The project team has set itself the goal of having the Austrian Reading Day in all 2,100 municipalities in Austria by 2020.

www.vorlesetag.eu



On our website www.vorlesetag.eu, all readings are recorded and information on reading aloud, as well as tips and materials, are provided.

Here you can

- register as a reader,
- see where a reading takes place nearby,
- see who will read what

Our read-aloud lecture book will be explained in more detail here.

Of course there is also the reading day on Facebook.

The implementation

The participants organize readings wherever they want:

... in kindergartens, schools, offices, coffee houses, restaurants, hotel lobby's, hospitals, gymnasiums but also in living rooms, cable car gondolas, workshops, ...

The imagination knows no limits.

Everyone who participates, reads texts of their choice or from our specially designed lecture book.



Who participates?



Everyone is allowed to participate and to organize readings.

- the action is understood as non-partisan
- representatives of the people are invited to participate.
- every organization can register to read aloud.

All people who want to share their enthusiasm for reading with others are invited.

There is no age limit.

The lecture book 2019

- Together we are less alone -



As a suggestion for the readers, a Lecture Book is produced exclusively for the AUSTRIAN READING DAY every year.

The texts are a selection of renowned authors and put together so that there is something for every age group.

Each reader will receive their personalized Lecture Book by mail before the Austrian Reading Day.

The social benefits



The book can be bought in stores and at the readings.

The proceeds from the sale go to UNICEF, the aid organization dedicated to the promotion of children.

If children lack the bare necessities, any chance for education is a chance for a better life.

The numbers in 2018



1,021 registered readings
(in fact, there were many more!)

Print APQ: € 475.000,-

33 radio or television appearances

The next Austrian Reading Day will take place
on March 28, 2019!

Thanks for your attention!



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