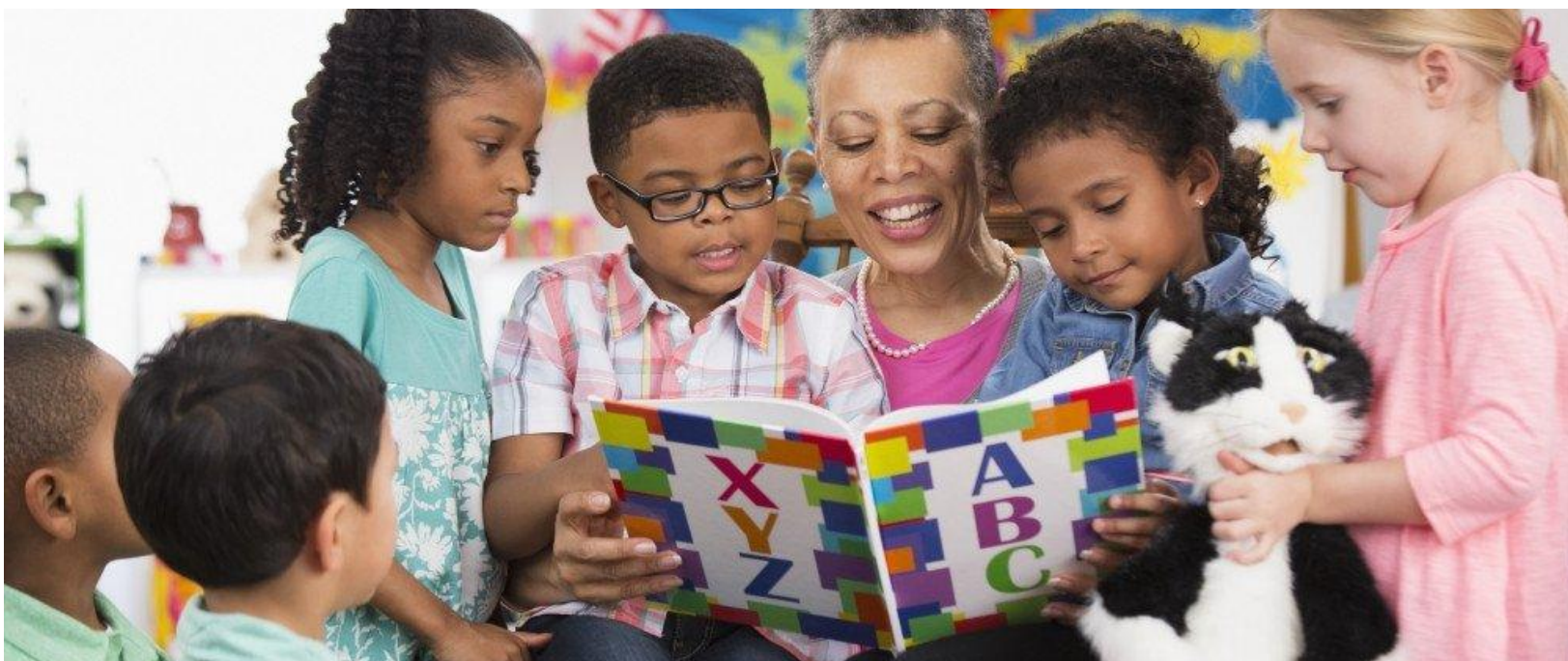




PASA
PUBLISHERS' ASSOCIATION
OF SOUTH AFRICA

13 January 2025

World Read Aloud Day 2025



Working towards World Read Aloud Day on 5 February

World Read Aloud Day (WRAD) was founded in 2010 by LitWorld, a nonprofit organization focused on global literacy. The event highlights the transformative power of reading aloud and aims to promote literacy as a fundamental human right. Since then, WRAD has evolved into a global movement of millions of readers, writers, and listeners from across the world coming together to honor the joy and

power of reading and continue expanding the definition and scope of global literacy. You can read more about it on LitWorld's website [here](#).

PASA is calling on all stakeholders to join the WRAD campaign in 2025. On Wednesday 5 February, we invite you to host your own World Read Aloud Day event, in whatever capacity you see fit. In South Africa, Nal'ibali is leading the charge with a special invitation:

“Join thousands of participants as we read our special story aloud to as many children as possible this World Read Aloud Day, 5 February 2025 – and every day – and be part of building literacy in South Africa! Our special story, *What is that?*, is written by Baeletsi Tsatsi and illustrated by Rico. The story is available in all 11 official South African languages.”

Nal'ibali has also created a pledge in which you can commit to taking part in the WRAD endeavour. By doing so you assist them, and us, in tracking the campaign. Follow [this link](#) to make the pledge and download the Nal'ibali WRAD story.

We've compiled a few ideas for things to do on WRAD which you are welcome to use, and we encourage you to share online using the hashtags provided below. Also look out for 10 tips for reading aloud.

THINGS TO DO ON #WRAD2025:

Families

- ☐ Declare 5 February a special family event and put it in the calendar
- ☐ Create a cosy reading environment on the day
- ☐ Choose a special book for WRAD and set it aside
- ☐ Discuss stories and storytelling at the dinner table
- ☐ Do reading exercises together, using the family's favourite books
- ☐ Have a family book club night, where everyone has to bring and read from their favourite book

Schools

- ☐ Ask children to nominate their favourite books to be read aloud
- ☐ Turn the selection process into a fun competition
- ☐ Invite an author or community member to read to children
- ☐ Organise a special assembly to read aloud together
- ☐ Select a theme for stories to align with
- ☐ Incentivise readers with book prizes
- ☐ Ring the bell at a predetermined time and make an announcement that everyone will be reading for a specific allocated time

Libraries

- ☐ Host a WRAD afternoon with a special storytime
- ☐ Invite an author or community member to read to children
- ☐ Dress up and decorate the reading corner as if for a birthday party
- ☐ Launch a reading challenge for the year
- ☐ Pair reading sessions with related craft activities, like making bookmarks or illustrating scenes from the books

Booksellers

- ☐ Host an in-store read aloud event on the day
- ☐ Create a display with books that are fun and easy to read aloud
- ☐ Offer discounts or promotions on popular read-aloud books, children's books, or storytelling accessories like puppets and bookmarks
- ☐ Set up cozy read-aloud corners with comfortable seating where customers can sit and read aloud to each other, creating an inviting atmosphere
- ☐ Create themed book packs or bundles designed for read-aloud experiences for different age groups and interests.
- ☐ Host an author event with a focus on reading aloud

Publishers

- ☐ Organize virtual or in-person events where authors read excerpts from their latest books, share stories, and engage with the audience
- ☐ Partner with schools, libraries and other organizations for collaborative events on the day
- ☐ Provide free downloadable guides or lesson plans for parents and educators that suggest how to read your books aloud and integrate them into learning activities.
- ☐ Collaborate with book influencers, educators, or celebrities to read aloud and promote your titles, leveraging their platforms to reach a wider audience.
- ☐ On social media, spotlight different books and authors leading up to and during the day, sharing clips, quotes, and visual content that highlights the effectiveness of these works when read aloud.

You are welcome to come up with your own ideas. WRAD is a wonderful way to celebrate and encourage reading and PASA supports any and all activities in line with that.

10 tips for reading aloud effectively:

1. **Choose Engaging Material:** Select books or stories that are age-appropriate and likely to capture the interest and imagination of the audience. Consider their preferences and the themes that resonate with them.
2. **Practice Ahead of Time:** Familiarize yourself with the material before reading it aloud. This helps with pronunciation, timing, and knowing where to add emphasis or pauses for effect.
3. **Use Expressive Tone and Volume:** Vary your voice to reflect different characters or emotions in the story. Use changes in your tone and volume to convey excitement, suspense, or tranquility.
4. **Maintain Good Pace:** Read at a pace that allows listeners to follow along comfortably. Avoid reading too fast, which might rush the narrative, or too slow, which might lose their interest.
5. **Engage with the Audience:** Make eye contact, if possible, and interact with your listeners. This might involve asking questions, prompting them to predict what happens next, or encouraging them to respond to the story's events.
6. **Incorporate Gestures and Facial Expressions:** Use your body language and facial expressions to bring characters and actions to life, enhancing the storytelling experience.
7. **Ensure Clarity and Articulation:** Speak clearly and enunciate each word to ensure the audience understands the story without straining to hear or comprehend.
8. **Create a Comfortable Environment:** Set up a cozy reading area that encourages listeners to relax and engage fully with the story.
9. **Be Patient and Responsive:** Be open to pauses for questions or comments from the audience. Address their curiosity and comments to make the session interactive.
10. **Practice Regularly:** Reading aloud regularly improves your skills and helps you become more comfortable with engaging an audience, making each session more enjoyable.

By following these best practices, you can create a dynamic and enjoyable read-aloud experience that captivates and involves your audience.

After WRAD2025

After WRAD, it's important to keep the momentum going by encouraging participants to reflect on their experiences and share insights through social media, community conversations, newsletters or blog posts. Hosting follow-up events, such as monthly reading nights or storytelling sessions, can help sustain engagement and keep the enthusiasm for reading alive. Additionally, participants can be encouraged to dive deeper into the books read during WRAD by forming book clubs or discussion groups.

Communities can use the success and feedback from WRAD to inform ongoing literacy programmes at schools and libraries, ensuring continued access to read-aloud materials and activities. Partnerships with local organisations, such as businesses and nonprofits, can further enhance reading initiatives and support literacy within the community. Sharing resources and best practices for reading aloud can also assist educators, parents, and reading advocates in maintaining the initiative throughout the year.

Finally, celebrating the achievements of those involved in WRAD can motivate further participation. This can involve awarding certificates or publicly acknowledging participants' contributions. Additionally, launching extended literacy challenges and curating digital libraries of read-aloud sessions or audiobooks can provide ongoing support and encourage a culture of reading all year round. Through these efforts, the excitement and benefits of World Read Aloud Day can be nurtured and expanded.

Share your WRAD activities online and use the hashtags so we can follow the conversation:

#wrad2025 #WRAD2025SA #nalibaliwrad2025

