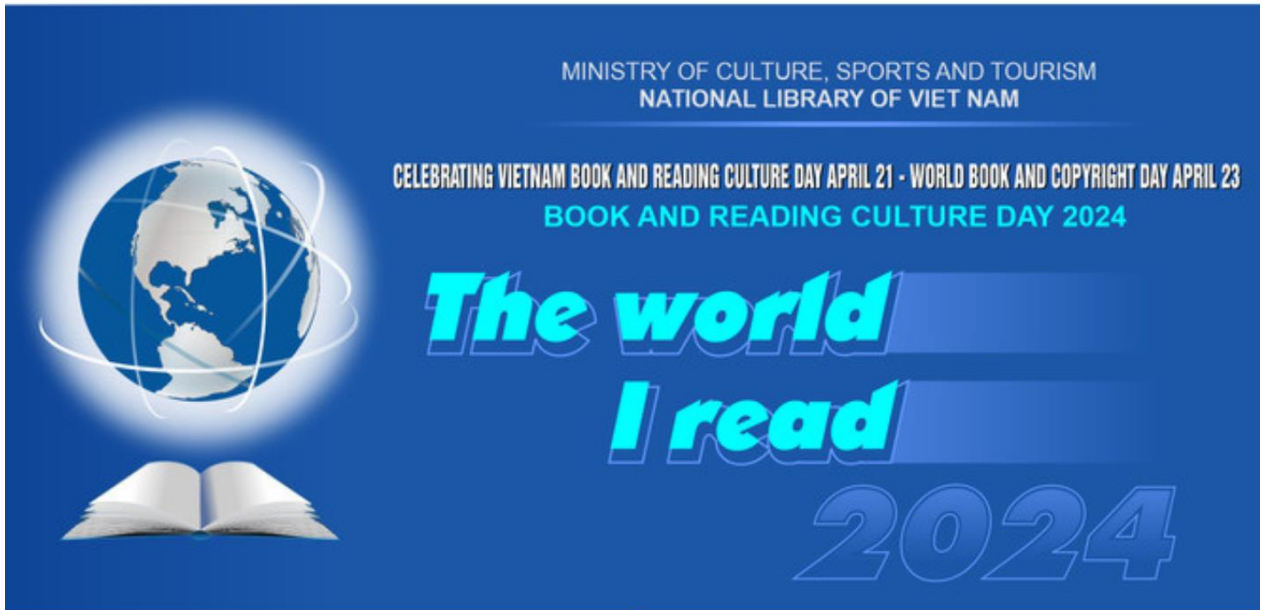


MINISTRY OF CULTURE, SPORTS AND TOURISM
NATIONAL LIBRARY OF VIET NAM

PRESS RELEASE



TIME

**SATURDAY
APRIL 20, 2024**

VENUE

**NATIONAL LIBRARY OF VIET NAM
31 - TRANG THI - HA NOI**



**Books: Unveiling Knowledge, Discovery
and Profound experiences.
Reading today, Success tomorrow!**

THE WORLD I READ

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The National Library of Viet Nam proudly announces the commemoration of Viet Nam Book and Reading Culture Day on April 21 and World Book and Copyright Day on April 23 by hosting the esteemed Book and Reading Culture Day 2024.

Under the resonant theme of The World I Read, the Book and Reading Culture Day 2024 stands as a pivotal cultural celebration for book aficionados and the wider public across the nation. It aims to underscore the intrinsic value of books and the nurturing of a vibrant reading culture within our communities. This celebration serves as a catalyst for fostering a nationwide reading movement, essential for personal and societal advancement, while also fostering connections between readers domestically and globally. Moreover, it serves as a platform to acknowledge and honor the invaluable contributions of organizations and individuals towards the enrichment of books and reading culture.

In addition to the perennially popular activities that draw diverse audiences and readership each year, the Book and Reading Culture Day 2024 at the National Library of Viet Nam will feature an array of fresh and enriching programs. These offerings promise to provide attendees with numerous engaging and beneficial experiences.

Book and Reading Culture Day 2024 Highlights:

1. Book Exhibition: “Books - The Gateway to the World”

Presenting and showcasing 1,000 books across four thematic categories:

(1) Books - Changing Mindsets; (2) Books - Expanding Perspectives; (3) Books - Exploring the World; (4) From Book Pages to Success. Through this exhibition, the pivotal role of books in both individual lives and society at large is underscored. Reading not only enriches knowledge but also nurtures personal growth and fosters critical thinking, laying the groundwork for future success and development. Additionally, the exhibition serves as a platform for highlighting the diverse offerings of Vietnamese publishers, facilitating copyright transactions, and fostering international collaboration.

2. Author - Work Exchange

The Author-Work Exchange program is designed to acquaint readers with outstanding, educational, and intellectually stimulating works from esteemed publishers and bookshops. Each piece carries its unique purpose in mirroring real-world and societal issues, yet all converge towards the common objective of enriching understanding and instilling positive values within the community. In addition to the opportunity to discover new literary offerings, participants have the privilege to interact directly with authors and speakers, fostering a deeper appreciation for literature and nurturing a vibrant reading culture. The 2024 Author-

Work Exchange program showcases two notable books: “Học, đọc sách và sáng tạo” (Learn, Read, and Create) authored by a group of professors and PhDs including Nguyen Nhu Y, Tran Chi Dat, Vo The Quan, published by the Information and Communication Publishing House; and “Danh nhân - Ông tổ nghề thêu Lê Công Hành” (Celebrity - the Master of Vietnamese embroidery, Le Cong Hanh) by a group of authors, published by Literature Publishing House.

3. Creative Reading

“Creative Reading” is an engaging endeavor that blends reading and storytelling through diverse mediums, aiming to enhance children's language proficiency, expressive capabilities, and stimulate creative thought processes, thereby igniting a fervor for reading. By transforming literary works into vivid, enriched narratives, this approach breathes life into stories, captivating a broad spectrum of young readers who eagerly delve into the depth and significance of each narrative.

4. Exploring the Digital Library

The Let’s Read digital library boasts an extensive collection of over 10,000 titles available in more than 50 languages. Through the “Let’s Read Digital Library Exploration” initiative, young readers are not only encouraged to immerse themselves in captivating stories and vibrant illustrations, but also to delve into diverse cultures worldwide. Moreover, it promotes engagement with digital library resources, enriching knowledge and skills as well as foreign language proficiency, fostering a passion for books, and nurturing the joy and habit of reading anytime, anywhere.

5. Thematic activity: Cultivating Knowledge Seeds

“Cultivating Knowledge Seeds” blends reading with cultural endeavors like music practice, film screenings, and talent cultivation, offering children an enjoyable experience alongside exploration of intriguing book themes. This initiative fosters interaction between children and librarians, sparking creativity, curiosity, and instilling joy and reading habits in young readers.

6. Book-Inspired Drawing Contest

The drawing competition themed “Exploring a Colorful World through Books” serves as a beneficial and wholesome platform for children to showcase their artistic talents while fostering a love for reading. It plays a vital role in instilling values of truth, goodness, and beauty, forming an appreciation for life's wonders and dreams through vibrant colors. This contest encourages participants to uncover the magical, beautiful, and captivating elements within the pages of books, sparking curiosity and creativity.

7. Experiencing reading skills

Experiencing and practicing reading skills empowers students to adopt effective learning strategies and master their academic curriculum. This initiative heralds a paradigm shift in reading methodologies and techniques, leading to efficiency gains in accessing informational resources, saving both time and effort. Moreover, it serves as a valuable endeavor to stimulate creativity and foster distinctive thinking patterns, aiding in the discovery of solutions to enhance memory for both professional and personal endeavors.

8. Book Conservation Station

This activity aims to familiarize the public and readers with a vital aspect of library professionalism: book conservation. Visitors are invited to engage in hands-on experiences, learning fundamental repair and restoration skills. Through this activity, participants gain insight into the meticulous work of preserving valuable materials, fostering a deeper appreciation for each book and the dedicated efforts of librarians. Furthermore, this initiative fosters creative thinking by encouraging the creation of unique products linked to reading promotion initiatives.

9. Exhibition of Award-Winning Artworks from the Book-Inspired Drawing Contest

Showcasing selected award-winning artworks by young students in the annual Book-Inspired Drawing Contest hosted by the National Library of Viet Nam. These prize-winning paintings burst with color, depicting profound narratives of patriotism, admiration for nature's splendor, and reverence for the land and its people. Through these artworks, the deep-seated value of reading is eloquently conveyed, inspiring all who view them.

10. Date with our Page - Có hẹn cùng Fanpage

The National Library of Viet Nam's Fanpage was created with the aim of offering readers valuable insights into the Library's offerings. Over time, it has evolved significantly in both content and engagement, drawing in a substantial following and fostering active interaction. Showcasing the Fanpage at the Book and Reading Culture Day 2024 serves to amplify its reach, spreading awareness and promoting the Library's image to readers and the broader public. This underscores the Fanpage's role as a trusted companion for countless readers, both within and beyond the Library's walls.

11. “Great books look for Beautiful names” Online Contest

This contest aims to foster creativity and critical thinking in readers while promoting and encouraging the reading culture within the community. It offers an open platform

for individuals to submit entries without limitations, providing students with an opportunity to indulge their passion for reading and showcase their unique abilities. Submission period: March 25 to April 14, 2024; In-person Closing and Award Ceremony on the morning of April 20, 2024.

12. Receiving Sponsorship from Agencies, Organizations, and Individuals

The procurement and donation of books are made possible through the generous sponsorship of publishers, bookstores, both domestic and international organizations, as well as individuals in Hanoi. The books received from these entities will be utilized at the National Library of Viet Nam and distributed to libraries in remote regions across the country. This initiative holds significant importance in fostering and advancing the reading culture within our community.

13. “Lucky Bracelet” Raffle Program

Open to all attendees of the Book and Reading Culture Day 2024 at the National Library of Viet Nam, this lucky draw program aims to foster connections and generate excitement while conveying the message: “Reading today, Success tomorrow”.