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**January 13, 2015**  
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**MAKE #TIMETOREAD ON NATIONAL READATHON  
DAY**

**AND WIN FABULOUS LITERARY PRIZES**

**New York, New York (January 13, 2015)** - “To give a person the gift of reading is to give them the fulcrum with which they can move the universe,” says author Junot Díaz about the National Book Foundation’s BookUp program. And that’s exactly why readers across the country will demonstrate their love of literature on National Readathon Day (January 24, 2015), a day to promote reading and raise funds to support the National Book Foundation’s educational programs.

National Readathon Day participants can pledge to make #TimeToRead on FirstGiving, where they can fundraise (individually or as part of a team) and earn exclusive rewards from the National Book Foundation.

“Reading is essential to our communities and a vital part of youth development,” says Harold Augenbraum, Executive Director of the National Book Foundation. “Thanks to Penguin Random House, Goodreads, Mashable, and all of our fundraisers, National Readathon Day will help us expand our educational programs, such as BookUp, our after school reading program that’s given away over 25,000 books to young readers.”

**National Readathon Day** is on January 24, 2015 from noon - 4 pm in respective time zones. The campaign is sponsored by Penguin Random House, Goodreads, and Mashable with proceeds benefitting the National Book Foundation’s educational programs. Individual fundraising premiums for National Readathon Day are

awarded at the following levels:

\$100 for an I Love Reading tote bag \$250 for a copy of a 2014 National Book Award winning book \$1000 for a tote bag and all four 2014 National Book Award winning books \$2500 for 2 tickets to the 2015 National Book Awards ceremony, dinner, and after-party \$7500 for 2 tickets to the 2015 National Book Awards ceremony, dinner, and after-party plus hotel and airfare

Additionally, the top fundraising team will have the opportunity for an exclusive reading (in-person or online) with Phil Klay, author of *Redeployment*, the 2014 National Book Award Winner for Fiction.

*Bookstores, libraries, and other venues are hosting reading parties across the country—find a embeddable and [detailed map here](#).*

*Fundraising is not required for participation, but readers are encouraged to share their National Readathon Day experiences with the #TimeToRead hashtag.*

*For more details about National Readathon Day or the National Book Foundation's educational programs, please visit*

*[http://www.nationalbook.org/2015\\_readathon.html](http://www.nationalbook.org/2015_readathon.html) or email [bsamuel@nationalbook.org](mailto:bsamuel@nationalbook.org)*

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**The Mission of the National Book Foundation** is to celebrate the best of American literature, to expand its audience, and to enhance the cultural value of good writing in America. In addition to the National Book Awards, for which it is best known, the Foundation's programs include the *National Book Awards Teen Press Conference*, an opportunity for New York City students to interview the current National Book Award Finalists in Young People's Literature; *NBA on Campus*, a partnership that brings current National Book Award authors to colleges and universities around the country; the *Innovations in Reading Prize*, awarded to

individuals and institutions that have developed innovative means of creating and sustaining a lifelong love of reading; and *BookUp*, an after-school reading program led by writers, for middle-school students in New York and Texas.

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