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PRESS RELEASE

From **Facce da libri** to **Bookfaces**, from the **Book Prize** to the exchange with Sweden: at the 50th edition of the International Children's Book Fair of Bologna (25-28 March) children and families are the VIPs of books and reading

From **Facce da libri** to **Bookfaces**, from the **Book Prize** to the **cultural exchange with Sweden**. The programme of the Italian Publisher's Association (AIE) is betting on adults and children at the 50th edition of the International Children's Book Fair.

Bologna 2013 will again present **Facce da Libri**: for the third consecutive year, a series of meetings between primary and secondary school students and authors/illustrators, organised by the AIE in cooperation with the Fair and the City of Bologna. Eagerly awaited by the schools, the meetings will be held on **25, 26, and 27 March**: 1800 students will take part in the 2013 edition, with 42 events in the city's libraries and great children's authors such as **Pierdomenico Baccalario, Angelo Petrosino, Giusi Quarenghi, Paola Zannoner, Angela Nanetti, and Gek Tessaro**. For complete information, see www.aie.it

For the first time, special attention is devoted to the general public, with must-see meetings with foreign authors thanks to **Bookfaces**, which has brought **Andrew Lane** (Great Britain), **Yves Grevet** (France), **Simon Scarrow** (Nigeria), **Svjetlan Junaković** (Croatia), and **Hervé Tullet** (France) to Bologna on the weekend of **23 and 24 March**

But Bologna also means cultural exchange with foreign countries: at 10 AM on **Wednesday 27 March** in the Sala Ouverture of the Fair there will be **Publishers and librarians: collaborations to promote literature. The Italian situation and examples from Sweden**, a conference organised by AIE, AIB and "Nati per Leggere" with the cooperation of the Children's Book Fair, to discuss and identify possible forms of collaboration to promote reading among children and teenagers and to compare the situation in Italy with the one in Sweden, this year's Guest of Honour and very active in the field. Participants include Cay Corneliuson (Department of Art and Culture of the Swedish Arts Council). It will also be the occasion to launch the large-scale promotion in Italy of: "Amo chi legge e gli regalo un libro" (I love people who read, and I give them books), proposed by AIE from 23 to 27 May at the May book fair.

To celebrate this special anniversary of the Fair, BolognaFiere and AIE are launching a new initiative: **BOP - Bologna Prize** for the **Best Children's Publisher of the Year**. The prize will be awarded to international children's book publishers that have stood out for their innovative and courageous selection of books issued in 2012. For the Children's Publisher Group of the AIE, it will be an opportunity to emphasise the ethical-professional values of the sector.

"Everyone knows that kids read more than adults," explains **Antonio Monaco**, the head of the Children's Publisher Group of the AIE, and in this period of life, if you sow, you sow well and for always. So the real challenge is to develop sound reading habits in early childhood and to maintain them as adults. Our initiatives, from **Bookfaces** to **Facce da libri** and up to the new project "Amo chi legge e gli regalo un libro" are designed to achieve this goal."

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