



## National Drop Everything and Read Challenge

Join us for Ireland's 3<sup>rd</sup> National *Drop Everything and Read* Challenge

**12 noon on Friday April 27<sup>th</sup> 2018**

### What is Drop Everything and Read (DEAR)?

The entire nation is invited to take time out and to '*Drop Everything and Read*' for 20 minutes at 12 noon on Friday April 27<sup>th</sup> 2018.

The simple but very effective idea is to promote the importance of literacy and reading for pleasure by having as many people as possible read at the same time on the same day.

Work will be put down, computer screens will be turned off, and everyone will be encouraged to pick up a book, magazine, newspaper, e-book, audio book, etc. and to read quietly, or indeed be read to, for 20 minutes.

The main focus of this national **DEAR** challenge is to draw attention to the importance of reading for pleasure. If reading is to become a lifelong habit then young people must see themselves as participants in a community that views reading as a significant and enjoyable activity.

### DEAR Ambassador

We are delighted to, once again, have illustrator, author and Laureate na nÓg P.J. Lynch as our DEAR Ambassador this year. Click [here](#) to see a short video clip of P.J. promoting the initiative.



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Leabhair Pháistí Éireann



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### When is DEAR celebrated?

The official time and date for DEAR Ireland 2018 is **12 noon on Friday April 27<sup>th</sup>**.

### Can DEAR be celebrated at a different time/date?

Of course. If you cannot participate in **DEAR** at the official date and time, then please take time to read on a date and time to suit you. **DEAR** can be celebrated at any time on any day, or better still, every day!

### What do I need to do to participate in DEAR?

All those planning to participate in the 2018 National **Drop Everything and Read** Challenge (individuals, families, schools, organisations, companies, etc.) are asked to **register** [here](#)

Then all you have to do is read!

### Resources

**Registration Form** – click [here](#) to register for DEAR 2018

**DEAR Ambassador P.J. Lynch** – click [here](#) to see short video from DEAR Ambassador 2018 P.J. Lynch

**DEAR Photo Frame** – click [here](#) to download a promotional photo frame for DEAR

**DEAR Poster** – click [here](#) to download and display a DEAR poster

Follow the campaign on Twitter (@dear\_ireland) and share your comments, photos and video clips on Twitter using the hashtag **#DEARIrI** or email to [dear@jcsplibraries.ie](mailto:dear@jcsplibraries.ie)



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CELEBRATING 20  
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## Drop Everything and Read Ambassador 2018 P.J. Lynch with DEAR Founder Kathleen Moran



Help us to develop a life-long love of reading across the nation by supporting our National ***Drop Everything and Read*** Challenge on the **27<sup>th</sup> April 2018**.



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