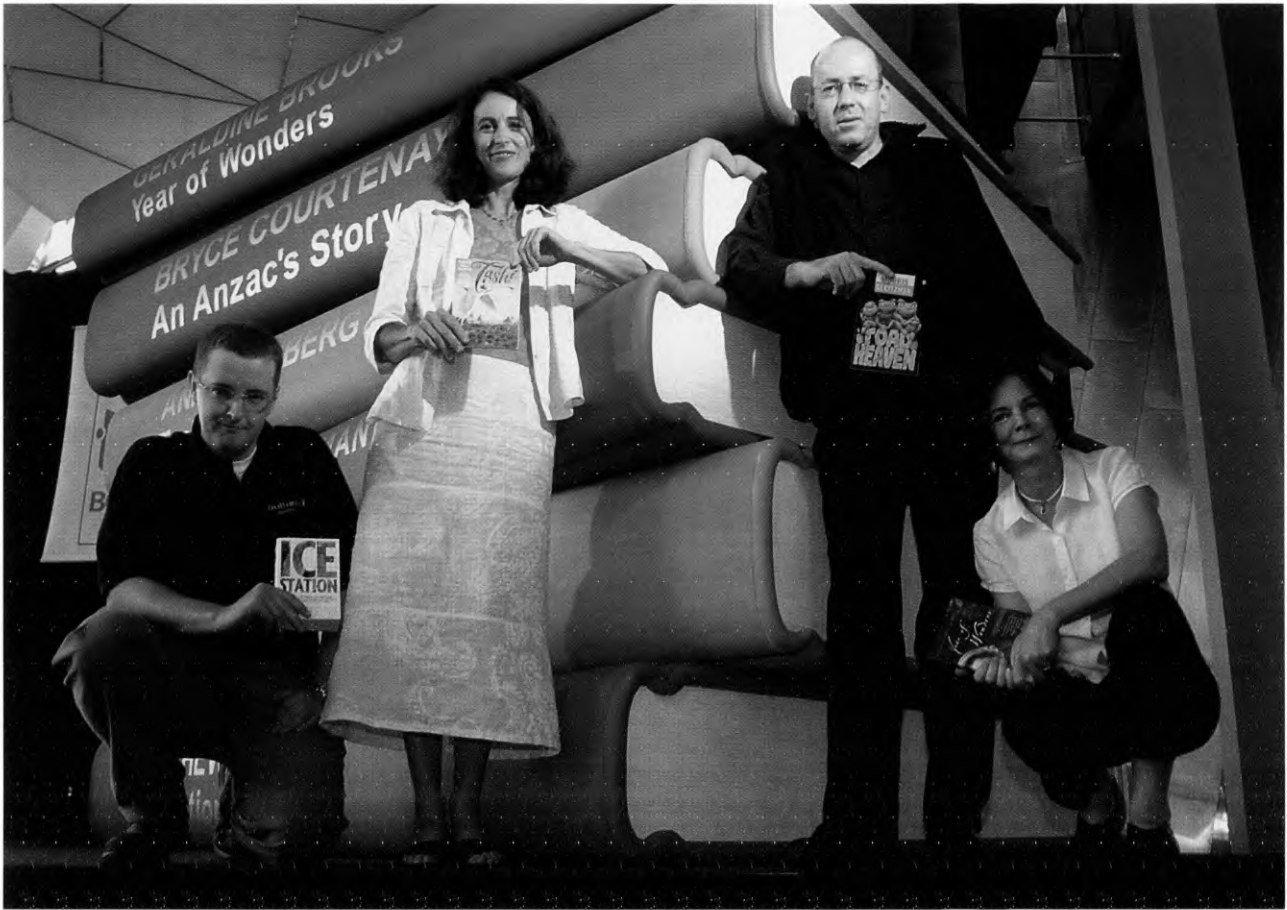


Six great reasons to enjoy a book

Federal Arts Minister launches Books Alive



At the launch of the Books Alive 2003 campaign were (l-r) Matthew Reilly, Anna Fienberg, Morris Gleitzman and Geraldine Brooks

Senator the Honourable Rod Kemp, Federal Minister for the Arts and Sport, launched *Books Alive 2003* at Federation Square, Melbourne on Sunday 16 March.

Books Alive is the biggest co-operative promotion of books and reading ever undertaken in Australia. The promotion will run from 2 to 15 August 2003, and will enable readers to buy a book by six high-profile Australian writers for just \$5.00 each (with the purchase of any other book).

The cornerstone of the promotion is *An Anzac's story*, a new book by Roy Kyle, introduced and annotated by bestselling Australian writer, Bryce Courtenay, Senator Kemp announced. The six books and writers are:

Year of wonders by Geraldine Brooks (fiction)

An Anzac's Story Roy Kyle and Bryce Courtenay (biography)

Tashi and Tashi and the giant by Anna Fienberg (fiction 7–10 years)

Toad heaven by Morris Gleitzman (fiction 10–13 years)

My place by Sally Morgan (biography)

Ice Station by Matthew Reilly (fiction)

The titles were chosen from those submitted by publishers. A panel comprising Sandra Yates, Brett Osmond (project director, Books Alive), Margaret Burke (Australia Council), Juliet Rogers (Australian Publishers Association), Anne Davis (Dymocks) and Scott Whimont (Australian Booksellers Association) made the final selection.

Geraldine Brooks, Anna Fienberg, Morris Gleitzman and Matthew Reilly attended the launch in Melbourne.

Books Alive represents a completely new co-operative network within the book sector. The promotion will present an exciting and compelling opportunity for all Australians, young and old, to buy an outstanding and popular Australian book for \$5.00 and rediscover the pleasure of reading.

Plans to include schools and libraries in Books Alive 2003 are underway. Details will be posted on the website in the lead up to the August campaign [<http://www.booksalive.com.au>].

Books Alive is a Federal Government initiative developed through the Australia Council. Chair of *Books Alive* is Sandra Yates, AO. The project director is Brett Osmond from Written Perspectives. ■