

Press release

Warsaw, Nov 29th, 2022

It's #GivingTuesday! On this occasion the Universal Reading Foundation is proposing to #ReleaseTheSuperpowerOfBooks!



GIVING
TUESDAY

#ReleaseTheSuperpowerOfBooks is a campaign in which the Universal Reading Foundation is raising funds to donate books to orphanages, social welfare centers and, above all, refugees.

A book really releases a mass of superpowers: it gives refuge, opens us to the world, helps us understand each other, reduces stress and strengthens ties; minimizes social exclusion – says Maria Deskur, president of the Foundation.

Since the outbreak of the war, the Universal Reading Foundation has been raising funds and books to help Ukrainian refugees and publishers. To date, it has donated nearly 160,000 copies of books to centers, libraries, schools and homes where refugees are staying. *We are pleased with this result but the needs are much greater. Every day we are approached by more libraries, schools and centers with requests for books for refugees – emphasizes Katarzyna Konopka, the Foundation's project manager.*

The #ReleaseTheSuperpowerOfBooks campaign will display on smartphones across Poland thanks to the support of Selectivv.com. *Our business is the digital world, but we realize that reading books remains a very important part of everyone's personal development - that's why we intensively support the efforts of the Universal Reading Foundation to raise the level of reading in Poland,"* stressed Dominik Karbowski, Co-CEO of Selectivv.

The Foundation's strategic communication had been supported by LoveBrands Group for three years now. *Reading, as a means of building inclusivity, is an incredibly important topic. We are happy to be able to help the Universal Reading Foundation in reaching an increasingly wide audience with this message,* concludes Dorota Bieniek-Kaska, president of LoveBrands Group.

You can support the campaign here: <https://zrzutka.pl/en/c42ffr>

The Universal Reading Foundation is a non-profit organization established in 2018, thanks to the willingness of competing publishers to cooperate, and aims to raise the level of reading in Poland. In 2019, the Foundation launched a pediatric reading promotion campaign: "Books on Prescription. Prescription for Success". In 2020, on the day schools closed due to Covid, the Foundation created the

Universal Reading Foundation | Fundacja Powszechnego Czytania

ul. Przyokopowa 33 | 01-208 Warszawa | Poland

www.fpc.org.pl

sekretariat@fpc.org.pl

#NowTimeToRead campaign urging parents to drive their children away from screens and reached millions of viewers. In 2021, FPC published Poland's first guide to promoting reading, "The Superpower of Books" and "The Superpower of Books in Kindergarten". Since the day the war broke out in Ukraine in 2022, FPC has been running the #BooksGiveRefuge campaign to provide books to refugee children and help Ukrainian publishers, and in June this year it launched the #ReadingRules campaign in cooperation with the Union of Polish Metropolises. The Foundation invites all people interested in the topic of raising the level of reading in Poland to cooperate.

Universal Reading Foundation sekretariat@fpc.org.pl