First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the United States each April, typically the second full week. In 1954 a nonprofit National Book Committee was established between the ALA and the American Book Publishers. In 1957 the committee developed the idea for National Library Week, hoping that it would motivate people to read and to support libraries. National Book Week is South Africa’s official reading awareness week and takes place during the first week of September. Every year during the first week of September people, organisations, companies, schools, libraries and community libraries all over the country celebrate National Book Week. In Celebration of Book Week and School Library Media Month, Education World presents dozens of book-themed activities, lessons, and projects, from our archive! Book Adventure: An Online Reading Program Rewards Young Bookworms A new online reading incentive program is promoting reading for pleasure among students in a new way. "Sustained Silent Reading" Helps Develop Independent Readers (and Writers) Sustained Silent Reading (SSR) -- or DEAR (Drop Everything And Read), as some people call it -- can be one more tool for developing lifelong readers.