

Press release
Indie Book Day, 24 March 2018



On **Saturday 24 March**, independent publishers and booksellers propose readers to celebrate Indie Book Day. The principle is simple: you just need to go in your favourite independent bookshop, to buy a book published by an independent publisher. Then, you are invited to share a picture of the book on the social networks (Facebook, Twitter, Instagram...), with the hashtag **#indiebookday**.

Indie Book Day aims to highlight the **creativity, diversity and dynamism of independent publishing** and make readers aware of the **essential aim played by independent bookshops in favour of bibliodiversity**.

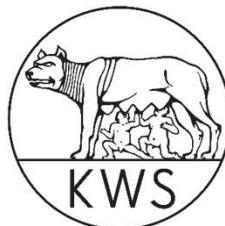
Created in 2013 in Germany by the Hamburg-based publishing house Mairisch Verlag -member of the German association of independent publishers Kurt Wolff Stiftung, the Indie Book Day has first met a great success in Germany, and then has been celebrated also in other countries - like the UK, Italy, Portugal, and Brazil. For this special occasion, independent bookshops promote the event (posters in their bookshops, specific campaign on the social networks). To help readers to make their choice, specific spaces can be proposed in the bookshop to focus on the diversity of independent publishing.

In 2018, the [Kurt Wolff Stiftung](#) (Germany), the [ODEI](#) (Italy) and the [International Alliance of independent publishers](#) (550 publishers from more than 52 countries around the world) keep fostering the Indie Book Day.

Indie Book Day website: www.indiebookday.de/english



www.odei.it



www.kurt-wolff-stiftung.de



www.alliance-editeurs.org