

BOOKS.

The **covers** that make us stop. The **pages** that hold us. The **stories** that capture us. The **characters** that amaze us.

SYMBOLS OF EXPRESSION

Of great authors. Poets, artists, critics, thinkers. Great figures, well-known or anonymous, who left their **mark on our history**. Today's, yesterday's and, who knows, tomorrow's.

SOURCES OF KNOWLEDGE

Where we find sentences of **wisdom**. Paragraphs of **teaching**. Chapters of **reflection**.

POLES OF EMOTION

Where we are challenged to navigate in the lightness of **comedy**. In the nobility of tragedy. In the comfort of friendship. In the beauty of love. In the enigma of suspense. In the **consciousness of reality**.

PORTALS TO OURSELVES AND THE WORLD

Each dive in its words is a dive into the other, into ourselves and into our surroundings. It is between the lines of what is real and imaginary that we discover our **own reflection**. We plunge into the depths of our being, navigating the turbulent seas of our emotions and thoughts, until we drift back. Now, more aware of who we are or who we want to be. And so we go out into the world. To deliver the best we have inside. Now, invested with the **powers** we needed and not always knew.

READING LIES AT THE BASIS OF WHO WE ARE.

Individually and collectively. It is a **universal human right**, and it is in the prescription of its daily consumption that we gain the ability to transform our lives and the world around us.

FOOD FOR PHYSICAL AND MENTAL HEALTH

It expands our **vocabulary**. Awakens our **intelligence**. Strengthens our brains, acting as a shield in the prevention of degenerative diseases and aging. It makes us more confident and empathic, as it soothes our souls, reducing stress, improving sleep and increasing average life expectancy.

FOUNDATION OF THE SOCIETY WE CREATE

Per si, a reflection of the individuals who compose it. **Literacy** is one of the deepest bonds that unite us. It is in its lines that flows the human knowledge that shapes the way we live and interact with each other. It is in its reading, an antidote to prejudice and intolerance, that a society, such as the Portuguese, that it is desired to be bigger and whole, will be able to innovate, to grow, and to provide the conditions for citizenship to be exercised with a critical and lucid spirit. When we get lost in labyrinths and illiteracy rules, we are caught in a vicious circle, with center in the individual and diameter in society, putting in check all key areas of life, from health to economy.

AS NOW, IN PORTUGAL AND WORLDWIDE

More than 61% of the Portuguese population does not read books*. The younger generations read less and less. We are one of the countries in Europe with the lowest reading habits**. 750 million people cannot read nor write**. 2/3 of these people are women**. While there is some progress, the gender gap remains.

Fonte: *Instituto de Ciências Sociais, Universidade de Lisboa **Comissão Europeia **** World Literacy Foundation

IT IS TIME TO TURN THE PAGE.