

50 years of The Finnish Reading Center!

The Finnish Reading Center Key figures 2022

DEFENDING CHILDREN'S AND YOUTH'S LITERACY AND READING

- 1972** The Finnish Authors' Center (Kirjailijakeskus) is established as an author visit service
- 1977** National Reading Sunday (Lukusunnuntai) is organised for the first time
- 1979** One of the world's first books for early reading, **Pallero**, is added to the Finnish maternity pack
- 1982** 250 000 families have been given information about the importance of early reading, as a part of the maternity pack
- 1986** Finnish authors read poems aloud on the phone, for callers of the **Poetry Phone** (Runoluuri)
- 1990** The Author Center changes its name: **The Finnish Reading Center** (Lukukeskus) moves to Villa Kivi
- 1997** National Reading Sunday expands to National Reading Week
- 1999** **Lukufiilis** Magazine for teenage readers starts being published regularly
- 2000** **Kiiltomato.net**, an online magazine by professional critics, is founded
- 2001** **2001: A Book Odyssey** (Suuri kirjaseikkailu 2001) is a year-long project to encourage and inspire young readers
 - Finnish Broadcasting Company Yle shows 52 children's literature programs during the year
- 2003-2016** **Vinski**, a literature magazine for 8-12-year-olds, is published regularly
- 2016** **Words Matter** project (Sanat haltuun) starts to improve the literacy of students in vocational schools
- 2017** Hundreds of schools, libraries and other partners participate in the **Great Book Adventure** project (Suuri lukuseikkailu) as a part of Finland's 100 years of independence festivities
- 2019** **Book Bag For Every Baby Born** campaign (Lukulahja lapselle) starts
- 2022** The Finnish Reading Center takes part in writing the **National Literacy Strategy** and the **National Neuro Health Program**
- 2022** The Finnish Reading Center celebrates its first 50 years!



WORDS MATTER:

- 6** years active
- 10 000** youths reached
- 88%** of teachers think the workshops genuinely involve the students

BOOK COMES TO LIFE:

Author visits around the country from the southernmost point to up north

BOOK BAG FOR EVERY BABY BORN:

200 000 families have been gifted a book bag



LUKUFIILIS:

30 young writers
110 articles,
100 000 views on TikTok



PRATA BOK:

9 Swedish speaking school classes got to interview authors at the Helsinki Bookfair



AUTHOR VISITS

The amount of author visits organised by the Finnish Reading Center has almost been restored to their pre-pandemic level.

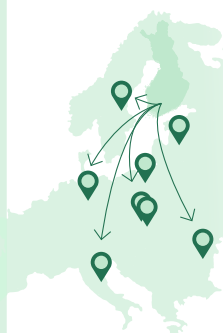
86 000 readers met with an author

1717 author visits and workshops

A total of **429 444,28 €** was paid to the authors

Customer satisfaction rate **4,7/5** ★★★★★

Authors made virtual visits to USA, Sweden, Italy, Slovakia, Hungary, Romania, Poland, Latvia and Germany.

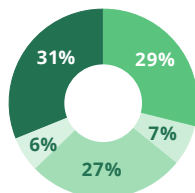


ADMINISTRATION



EMPLOYEES

- 4** full-time,
- 3** part-time



- Ministry of Education and Culture
- Other public funding
- Payment for author visits
- Service fees and own funding
- Private funding

The Finnish Reading Center's basic funding from the Ministry of Education and Culture is 380 000 €, including the funding of the literary magazines.



READING WEEK – LUKUVIIKKO

#lukuviikko and #lukuviikko2022 reached a record-breaking audience of

3,5 million

Reading Week was discussed also on the radio and TV.

