

**The American Center Alexandria
and
Bibliotheca Alexandrina**

Cordially invite you to attend a lecture on:

“The Big Read”

With:

Dana Gioia

Chairman, National Endowment for the Arts
Washington DC, USA

February 4, 2008

11.30 a.m.

**Bibliotheca Alexandrina
Conference Center, Lectures Hall**

In English with Arabic Translation



The Big Read

An initiative of the U.S. National Endowment for the Arts, designed to restore reading to the center of American culture. The Big Read answers a big need, as revealed in the landmark report: *Reading at Risk: A Survey of Literary Reading on America*. This 2004 report by the National Endowment for the Arts found that not only is literary reading in America declining rapidly among all groups, but that the rate of decline has accelerated, specially among the young.

The Big Read aims to address this crisis. It provides citizens with the opportunity to read and discuss a single book within their communities.

www.neabigread.org