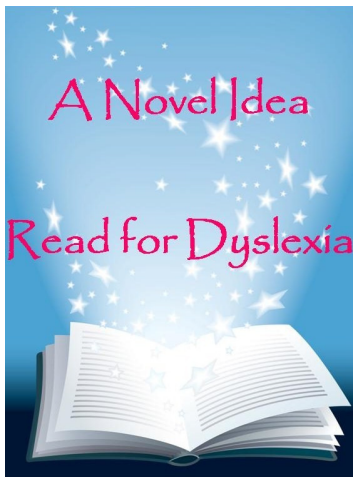


Dyslexia Association of Ireland  
Suffolk Chambers  
1 Suffolk Street  
Dublin 2  
Tel. 01 6790276  
[www.dyslexia.ie](http://www.dyslexia.ie)  
Charity No. 10044



People who love to read and share the pleasure of reading with their book clubs understand the joy that can come from reading. However, people with dyslexia do not often experience the joy of reading for pleasure. They can, given the right opportunities, which you can now help to provide.

To mark **Dyslexia Awareness Month** this October, the Dyslexia Association of Ireland (DAI) is inviting all book clubs (and other interested groups) to join our **Novel Idea ... Read for Dyslexia** Campaign, and run a fundraiser in aid of DAI. With your support the Dyslexia Association will be able to provide more specialist tutorial assistance to help people with dyslexia to discover the joy of reading. How? *Every €40 raised will provide one hour of specialist tuition for a group of people with dyslexia.*

Book clubs can help to raise funds in any way they choose, e.g. collecting donations at your next book club meeting, selling second-hand books, a sponsored reading marathon, a coffee morning, or a book-themed quiz night. The more novel the idea the better. **The most Novel Idea will win a fantastic prize** - a visit to your book club/group of Don Mullan, Irish author and human rights campaigner, and book vouchers to the value of €300. Simply complete the enclosed registration form and tell us your idea!

This campaign will culminate in a special event in aid of the Dyslexia Association, a **Novel Idea ... Authors Read for Dyslexia** to be held on November 26<sup>th</sup> in the O'Reilly Theatre, Belvedere College, Dublin 1 (from 7.00pm – 9.00pm). Hosted by Senator David Norris, noted Irish authors, including Claire Kilroy, will read excerpts from their work and discuss their writing. Don't miss this fabulous opportunity to meet these authors, hear them read from and discuss their work, perhaps even get a favourite book signed by the author.

Tickets for this event are just €15 per person, and are available from the Dyslexia Association of Ireland. Tel. 01 6790276 or email [info@dyslexia.ie](mailto:info@dyslexia.ie). The winners of the novel idea fundraiser will be announced at this event.

## Getting Involved ...

To get involved and help fund specialist tuition for people with dyslexia, all you need to do is fill in the attached registration form and send it back to DAI by **Friday, 30<sup>th</sup> October 2009**. Alternatively, you can e-mail your registration information to [info@dyslexia.ie](mailto:info@dyslexia.ie).

An information pack will be sent to all participating book clubs. This will include information on dyslexia and the **Novel Idea ... Read for Dyslexia** Campaign as well as your group's registration number and options for lodging the funds raised. Funds must be lodged before November 20<sup>th</sup> to be considered for the prize.

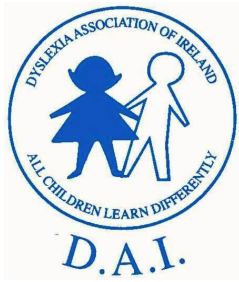
A **poster** promoting the event is included with this letter. We would very much appreciate if you could display it prominently at your book club meeting, local library or book shop and encourage others to become involved, and help to share the joy of reading for pleasure.

For more information about the **Novel Idea ... Read for Dyslexia** Campaign please visit the website [www.dyslexia.ie](http://www.dyslexia.ie), email [info@dyslexia.ie](mailto:info@dyslexia.ie) or telephone 01 6790276.

**We thank you in advance for your support of this project.**

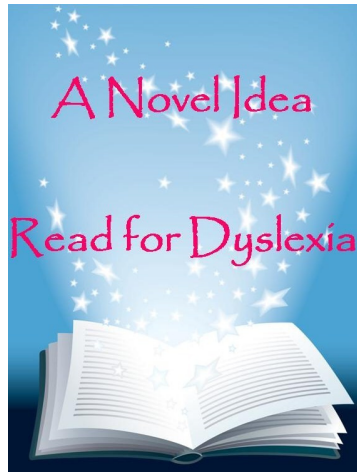
Yours sincerely

Rosie Bissett  
Director  
Dyslexia Association of Ireland



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Suffolk Chambers  
1 Suffolk Street  
Dublin 2  
Tel. 01 6790276  
[www.dyslexia.ie](http://www.dyslexia.ie)  
Charity No. 10044

## Book Club Registration Form



Name of Book Club: \_\_\_\_\_  
(please print)  
Contact Person: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

Yes, our book club would like to take part in a **Novel Idea ... Read for Dyslexia** this October to help fund specialist tuition for people with dyslexia and to help share the joy of reading.

Our novel fundraising idea is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date on which our fundraiser will be held: \_\_\_\_\_

Please complete this form and return to the below address by **30<sup>th</sup> October**.

A Novel Idea ... Read for Dyslexia,  
c/o Dyslexia Association of Ireland, 1 Suffolk Street, Dublin 2.

On receipt, we will send you confirmation of your registration number along with information on how to lodge the funds raised, and information about dyslexia. The registration number should be quoted on all correspondence, enquiries or lodgements. Once we have received confirmation of your lodgement a thank you letter and receipt will be issued. *The funds raised by your book club must be lodged with DAI before November 20<sup>th</sup> to be considered for the prize.* The winning novel idea will be announced at the **Novel Idea ... Authors Read for Dyslexia** event on November 26<sup>th</sup>. Winners will be notified in advance.