



## INVITATION

### WRITERS AND TRANSLATORS FROM ALL OVER THE WORLD: JOIN #BEHINDEVERYBOOK ON #WORLDBOOKDAY2021 – 23 April

Brussels, 22 March 2021

**Dear EWC Member,**

Behind every book is a writer, a translator, a life. To celebrate these sources of the book value chain, the sources of fantasy, of knowledge, of cultural exchange, of democracy, free words and empathy, of understanding and dreaming, we invite you and all your members to join again the EWC campaign:

**#behindeverybook**  
on World Book Day, 23 April 2021

In 2020, all over the world, writers, translators and illustrators started a movement together with the EWC campaign #behindeverybook:

- over 2000 Facebook pics & posts from Las Vegas to Reykjavik, Madrid to Moscow ...
- 1300 Instagram-posts in 24 hours
- #behindeverybook reached **65200 impressions** on Twitter and was trending

In the photos, several writers and translators were accompanied by a hat, a cat, a dog, but we also found unicorns, penguins, foxes ... and often the #behindeverybook is ... was completed with “an author, a writer, a life / a universe”, but also: “*a dreamer, a beating heart, a masochist, a team, a translator, long and moaning hours of works with trillion post-its*”.

Read more about the 2020-impact of #behindeverybook:

<https://europeanwriterscouncil.eu/behindeverybook-23042020/>

**#behindeverybook** is the Author: Let's create again a worldwide solidarity movement for and with writers and translators in 2021. Join the celebration and read how to:

### HOW TO TAKE PART

- Take two pictures of yourself with your written or translated book. All kinds of genres of books are welcome – novels, comics, translations, memoirs, non-fiction, plays, poetry, short stories, picture books .... The first picture is with the open book with your name in front of your face, and the second with your face visible.
- Post the two pics together on World Book Day 2021 (23 April) on every account you have – Facebook, Instagram, Twitter ... and
- use these two #hashtags: **#behindeverybook** and **#worldbookday2021** – and also translate #behindeverybook into your language, like #hinterjedembuch

- tag the European Writers' Council (Twitter: @CouncilWriters, Facebook: [www.facebook.com/europeanwriterscouncil/](http://www.facebook.com/europeanwriterscouncil/) & your own Union / Writers' Association, so we and them can share your post the whole World Book Day long!
- You do not have any social media account? Ask your Union or Association, if they can tweet and post your pics. Or look for a friendly colleague to assist you and others with her/his account.
- Feel free to complete the sentence in English after #behindeverybook and add, for example:
  - is the author
  - is a person
  - is a translator
  - is a whole life
  - ... is anything you want to say!

**Please encourage your members to join** and let's populate the (online) world with pictures of books and their writers and translators on World Book Day 2021.

**Please share this link with your members:**  
<https://europeanwriterscouncil.eu/behindeverybook/>

Stay safe – and keep on writing. With warm greetings:

Nina George  
President

Myriam Diocaretz  
Secretary-General

and the whole  
EWC Board

[some visual examples of #behindeverybook →](#)



