

I'm Buying a New Brunswick Book day is back for a 3rd edition



Moncton, September 1, 2022 - On September 17, 2022, the third edition of *I'm Buying a New Brunswick Book* day will be taking place across the province. The organizing committee, headed this year by the Frye Festival, with representatives of the Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick (AAAPNB), the Writers' Federation of New Brunswick (WFNB), local publishers and independent bookstores, and many other community partners, will be highlighting a list of Favourite NB Books, hosting a draw and presenting events throughout the province.

Deciding to buy local has a positive impact on the successful development of our communities, and this stands true for our literature as well. *I'm Buying a New Brunswick Book* day aims to promote New Brunswick authors, to deepen the relationship between readers and their local culture, and to contribute to the economic health of the book chain. Since 2020, this event has been held on the third Saturday of September. "It was like Christmas in September," noted Isabelle Bonnin, co-owner of Librairie Pélagie. The initiative has been very successful in past years, and we expect it will be the case in 2022 as well.

Beyond the beneficial economic impact of such an event, it's also a great opportunity to bring together the literary communities, to highlight curiosity and pride, and to promote the work of New Brunswick authors and publishers. This year, a campaign called "*Favourite NB Books*," supported by l'Acadie Nouvelle, will feature a list of books chosen

by ambassadors such as Sheree Fitch, Marshall Button, Dawn Arnold, Natalie Sappier (Samaqani Cocahq), and Measha Brueggergosman-Lee.

In addition to the *Favourite NB Books* campaign, the organizing committee will be hosting a [contest](#): from September 1st to 17th, all New Brunswick residents of the province who purchase a New Brunswick book will be offered a chance to win a gift basket containing books chosen by the ambassadors. In total, thirty titles will be up for grabs in three lots: an English basket, a French basket, and a basket of young adult books provided by [Digitally Lit](#), an organization dedicated to promoting Atlantic reading among youth.

"We encourage everyone in the book community to make this day their own," says Ariane Savoie, Executive Director of the Frye Festival. "Booksellers, publishers, authors, and of course readers can all contribute to this day in their own way." From September 1st to 17th, 2022, readers are invited to buy books by local authors at their local bookstore or through a New Brunswick publisher's website. Events and activities will be held throughout the province. The list of events is available on a dedicated page of the Frye Festival's website : <https://www.frye.ca/jauldnb-ibanbbd>.

Members of the public are invited to celebrate local literature on social networks by participating in the *I'm Buying a NB Book / J'achète un livre du N.-B. Facebook event* and by using the [downloadable visuals](#) and the keywords **#Septembre17 #MyNBBooks #IReadLocal**.

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For more information:

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Media kit available [here](#).

[Downloadable visuals](#)

Link to I'm Buying a New Brunswick Book day's web page:

<https://www.frye.ca/jauldnb-ibanbbd>