



Hachette Book Group FAQs

1. What is Raising Readers?

[Raising Readers](#) is Hachette's urgent and long-term campaign to raise awareness of the decline in number of children reading for fun and encouraging everyone to make reading for enjoyment part of children's daily lives.

2. Why was this campaign created?

Multiple studies and sources show that kids' reading for enjoyment is in rapid decline. More than family circumstance, parents' educational background, or income, reading impacts a child's future life chances, including academic performance, emotional well-being, communication skills, economic security, ambition, and happiness. Together, we can commit to Raising Readers and change this trend.

3. How do I sign up to be a part of [Raising Readers](#)?

Please reach out to your editor for more information and to sign up.

4. What is the impact of Raising Readers thus far?

Since its launch in December 2024, the Raising Readers letter has been printed in the back of 6 million adult books. By the end of 2026, it's projected to be in 25 million copies across more than 3,000 works. This message also appears in ebook and audio versions (and in the latter, [generously read by Reese Witherspoon](#)). In 2026, a new Raising Readers message addressed to parents will be included in a selection of books for young children.

5. What is Hachette Book Group (HBG) doing for Raising Readers in 2026?

- Providing curated classroom libraries to 200 underfunded schools and education programs in confirmed book deserts. This will allow at least 50,000 students to gain sustained access to books that support literacy, rehabilitation, and educational advancement.
- HBG has set a goal to mobilize at least 200 volunteers to deliver reading or literacy support and launch at least 200 Little Free Libraries in book deserts with committed replenishment throughout 2026. Priority will be given to neighborhoods with low access to bookstores and libraries, plus areas surrounding reentry housing and transitional communities. This will allow HBG to place at least 40,000 books in circulation throughout the year.
- HBG is proud to invest \$200,000 into the Raising Readers campaign as part of its parent company, Hachette Livre's, 200th anniversary, which was founded in 1826 in Paris. HBG is proud to celebrate this significant literary milestone, as Hachette Livre has published many masterpieces under more than 200 imprints worldwide, each with its own rich history.
- All funds will be used to combat the increasing decline in children's reading for fun and entertainment. Financial investments will be made towards evidence-based literacy programs that measurably improve reading proficiency via structured tutoring, classroom literacy coaching, family literacy, community library rebuilds, or



community programs that aim to close the gap with lower-than-average literacy rates.

- HBG will also host 200 author visits to classrooms (virtually or in-person) for immersive author sessions and read-alouds, exposing at least 10,000 participants to the joy of reading.
- **For more information, please see our press release, [here](#).**

6. What are the various ways to get involved with Raising Readers?

- Discuss Raising Readers and the current global reading crisis with your network.
- Share the message of Raising Readers with your community and audience, for example, via newsletters and social media.
- Include Raising Readers content and messaging in your events, encouraging children to read for fun and entertainment.
- Include Raising Readers messaging at speaking engagements.
- Share any ideas with your publishing team.

7. How do I access Raising Readers creative assets?

Your publishing team will share the Raising Readers toolkit via email in Spring 2026. This pack will include assets for social media, content for inclusion in presentations and events, guidance on talking points, and key messages.

8. What if my book doesn't have the Raising Readers message inside?

Your support and advocacy are important to the campaign; we encourage you to share the assets via your existing network and channels.

9. When will Raising Readers messaging be included in children's titles?

Raising Readers is currently focused on speaking to adults about the benefits of children reading for pleasure. Thus far, letters and audio messages have targeted adult publishing only. In 2026, we will roll out a new Raising Readers message addressed to parents for inclusion in our books for young children. Authors in this category will hear more from their publishing team about this in the new year.

10. Is there a Raising Readers message in audiobooks and eBooks?

Just like our print books, the message will appear at the end of audiobooks and eBooks as well. In the US, we're thrilled to share that Academy Award-winning actress Reese Witherspoon is the spokesperson of Raising Readers narrating the letter for our fiction list. Witherspoon is a New York Times bestseller and co-author of Grand Central Publishing's *Gone Before Goodbye* with #1 *New York Times* bestselling author Harlan Coben. You can listen to Witherspoon's [audiobook message here](#).

11. Who can I contact with questions and feedback about Raising Readers?

All feedback, ideas, and questions are very welcome. You can reach our team via communications@hbgusa.com.