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FOR IMMEDIATE RELEASE

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ZINTSOMI STORYTELLING ANNOUNCE AN OFFICIAL CHILDREN'S STORYTELLING BOOKFAIR – A FUN DAY OF STORYTELLING AND BOOKS TO BUY.

Zintsomi Storytelling believes that books are critical to the journey to a better future. This is the driving force behind the children's storytelling book fair, the theme of which – this year - is 'Planting the Seed'. It comes from the idea that the books we read shape us. That's why we're encouraging children and teens to read books and participate in the creation process.

To plant the seed of loving, reading and creating stories, young people need access to engaging and entertaining literature that will capture their imagination. They must be introduced to various professionals along the storytelling journey, from the writer, storyteller, illustrator, digital or print artist and publisher.

Zintsomi Storytelling will host its first children's book fair and storytelling festival on 17-18 March 2023, 10:30 AM – 5:30 PM at Constitutional Hall, 11 Kotze Street, Johannesburg. The inaugural Zintsomi Storytelling and Book Fair aim to empower young children with cultural heritage, motivate them to develop innovative programmes and emphasise the significance of writing and storytelling.

Founder and storyteller Dr Nomsa Mdlalose (PhD African Literature and Linguistics, Wits) shares that "it is easy to help a hungry child; you provide them with food. While it may not be easy to see when a child is emotionally and intellectually hungry, we must always feed their souls and minds. Books and stories are an excellent way to do this. The children's storytelling and book fair gently plants these seeds in young people and inspires them to this creative process."





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For more information on the Zintsomi children's storytelling book fair, please get in touch with bookfair@zintsomi.co.za. Or call 076 909-7107. For details on Zintsomi and its services, visit <http://www.zintsomi.co.za>.

About Zintsomi:

Zintsomi is a storytelling hub for African stories and storytellers that cultivates, inspires, and coaches storytellers for a creative arts career. It is known for creating robust storytelling products and services for children and adults interested in African stories.

Zintsomi builds leadership in the professionalisation of storytelling. Its principal objective is to commercialise the art of storytelling by increasing the number of professional storytellers in the country and elevating traditional stories in modern society, creating conversations around stories, and making traditional stories entertaining and accessible to today's youth through innovative products.

