

Press Release



Teen Reading Action Campaign

Today **TRAC** (Teen Reading Action Campaign) is issuing their [third list](#) of *Recommended Reads* for teenagers.

As has been recently highlighted in the press (most recently by Gillian Tett in the *Financial Times*), the “young adult” (YA) publishing sector has experienced huge growth in the last decade. However, that doesn’t mean that teenagers are necessarily reading more; studies undertaken by the National Literacy Trust suggest that reading frequency is at best stagnant. It is actually adults, and not the 12-18 year old population characterised as young adult, who are making up around half of the purchasing numbers.

At TRAC we aim to promote not only best-selling books in best-selling genres – for instance the vampire, dystopia and illness themes noted by Tett – but a full diversity of YA titles, from the recently published to older titles that are well worth a read. Classics and some books aimed at the adult market are also in the mix.

Our latest List takes the unifying theme of **London** and features books from diverse genres, with a wide variety of reading level and interest. Brand-new releases are mixed in with proven favourites that can easily be found at the local library. At TRAC, we believe that every teen can be a reader if guided toward the right book.

For further information about the charity **TRAC** and for full details of all our *Lists of Recommended Reads*, please visit our web-site www.tracbook.com or contact us at info@tracbook.com

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