



FOR IMMEDIATE RELEASE

**Contact: Maria Villarreal
(213) 228-7555**

**Los Angeles Public Library to Co-Sponsor Return of *LéaLA*,
Largest Spanish-Language Book Fair in U.S.,
May 15 – 17, at L.A. Convention Center**

LOS ANGELES – May 1, 2015 – Los Angeles Public Library will co-sponsor the fourth edition of LéaLA (“ReadLA”) 2015 Feria del Libro, the country’s largest Spanish-language book fair, which opens Friday, May 15, through Sunday, May 17, and features free admission at the Los Angeles Convention Center, South Hall, H-J, 1201 S. Figueroa St., Los Angeles, from 10 a.m. – 7 p.m. each day.

LéaLA is organized by the University of Guadalajara (UdeG) as an extension of its arts and culture outreach programs to the Los Angeles Latino community. In 2013, the festival drew more than 85,000 visitors. Now, after a one year hiatus, more than 100 authors from countries across Latin America will give presentations and sign books. Among them will be 2014 FIL prize winner, Italian writer Claudio Magris, who has also been nominated for the Nobel Prize in Literature on several occasions.

Also appearing will be Maestro Gustavo Dudamel, Director of the Los Angeles Philharmonic (LA Phil), who will read a story to children; Miguel Ruiz Jr., CNN announcer and author; and Luis J. Rodriguez, Poet Laureate of Los Angeles.

“We are proud to be among the co-sponsors of this exciting book fair created by LéaLA, an organization that shares the library’s dedication to promoting life-long learning, reading and a love of books,” said John F. Szabo, City Librarian. “The library presence at the fair provides people with a fantastic opportunity to discover the many services, classes, programs and resources offered in English and Spanish throughout the city in our 73 libraries.”

At the library booth, people can sign up for a free library card, learn about programs and services and enjoy bilingual storytelling for children presented by librarians.

LAPL was the library system tapped by fair organizers to lead LéaLA’s first-ever Librarian Day catering to book professionals on Friday, May 15.

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Peter Persic, Public Relations & Marketing Director

LéaLA is modeled after UdeG's popular and prestigious FIL Guadalajara International Book Fair (FIL), Latin America's largest annual cultural event, held in Mexico each November. FIL, now in its 29th year, is considered the most important event for the world's Spanish-language book market, and with more than 600,000 participants, it is the second largest book fair in the world. Schulz, LéaLA Director, also serves as FIL Director.

The book fair is free and open to the public. To learn more about LéaLA, please visit www.lea-la.com.

Los Angeles Public Library serves the largest and most diverse population of any library in the United States through its 73 libraries, more than 6 million books, and state-of-the-art technology and Web-based services accessed at www.lapl.org and www.lapl.org/en-espanol.

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