



## PRESS RELEASE

Milano | 21 April 2015

FOR IMMEDIATE RELEASE

### **New TwLetteratura project #McCraeTw to mark centennial *In Flanders Fields***

On 3 May 2015 the community of TwLetteratura will read and comment on Twitter *In Flanders Fields*, the famous war poem written by John McCrae. This is the second TwLetteratura initiative that contributes to the commemoration of those who lost their lives on the battlefields of the First World War, after last year's collective reading of *Un Anno Sull'Altipiano* (Emilio Lussu).

Twitter users all over the globe will be invited to read the poem and to post a summary, a comment, a thought... using the hashtag #McCraeTw. Italian speaking members of the community will be encouraged to translate the poem into Italian.

It will be possible for participants to collect their best tweets into a Tweetbook.

More information on: <http://www.twletteratura.org/2015/04/17/we-will-remember-them/>.

#### About TwLetteratura:

TwLetteratura is an Italian non-profit start-up created in 2012 that promotes social reading for educational, cultural or business purposes. Recently the community of TwLetteratura set up #TwPinocchio, the 're-writing' on Twitter of *The Adventures of Pinocchio* (Carlo Collodi), a project which involved 63 Italian schools and generated over 35,000 original tweets in approximately two months. Other projects are #TwSposi, #TwiFavola, #2019SI, #PetitPrince, #TwFaber, #Nisseni and #Formiche to name but a few.

#### Contact and detailed information:

Edoardo Montenegro  
TwLetteratura | Associazione Culturale Twitteratura  
Alzaia del Naviglio Grande, 46 - 20144, Milano  
C.F. 90048590047 - P.IVA 08860160962  
[www.twletteratura.org](http://www.twletteratura.org) - [edoardo.montenegro@twletteratura.org](mailto:edoardo.montenegro@twletteratura.org)  
Tw: @edmonten - @TwLetteratura  
Mobile: +39.347.03.39.648

###

**Associazione Culturale Twitteratura**  
Alzaia del Naviglio Grande, 46 – 20144 – Milano  
C.F. 90048590047 - P.IVA 08860160962  
[www.twletteratura.org](http://www.twletteratura.org) - [info@twletteratura.org](mailto:info@twletteratura.org)