

Serie A in Action for the 10th Edition of #IoLeggoPerché

Source: Lega Serie A

Date: 31 October 2025

Translated from original news: [LEGA CALCIO SERIE A IN CAMPO PER LA 10ª EDIZIONE DI #IOLEGGOPERCHÉ | News](#)

On the occasion of the 10th Serie A Enilive Matchday, numerous initiatives will be promoted to encourage fans to purchase and donate books to school libraries.

For the tenth consecutive year, Lega Calcio Serie A supports #ioleggoperché, the campaign organized by the Italian Publishers Association to foster the creation and development of Italian school libraries, taking place from Friday, 7 November to Sunday, 16 November 2025.

A passion for reading should be nurtured from childhood and, together with sport, represents a fundamental value for the growth and education of new generations. For this reason, Lega Calcio Serie A has supported #ioleggoperché since its first edition and, again this year, on the 10th Serie A Enilive Matchday, will promote numerous initiatives across all football stadiums and its communication channels, inviting millions of fans to purchase and donate books to school libraries.

Before every match, players and match officials will enter the field holding a book, which will then be donated to the children accompanying them onto the pitch. In all stadiums, a video of the initiative will be shown on the big screens, and on television, dedicated graphics will be broadcast shortly before the start of each game.