Welcome to your World Book Day 20th birthday resource pack, full of fun ways to celebrate reading for pleasure and make the world’s bookiest day one to remember.
GIVE OUT YOUR BOOK TOKENS

Make sure every pupil in your school gets their £1 book token. The book tokens are the most important part of World Book Day, allowing young people to get their FREE £1 book or to get £1 off any book or audiobook costing £2.99 or more.

• Distribute your £1 book tokens within the redemption period (27 February-26 March) and explain how they can be used
• Tokens can be redeemed at thousands of independent bookshops, Waterstones, WHSmith, Asda, Morrisons, Sainsbury’s & Tesco stores nationwide. Find your local bookseller at booksellers.org.uk/bookshopsearch
• See all of 2017’s World Book Day books at worldbookday.com/books
• Please DON’T try to redeem more than one £1 book token at a time.

DISCOVER 20 BRIGHT, BOOKY IDEAS

We LOVE hearing the creative ways you promote reading for pleasure. Be inspired by our favourite ideas shared by fellow teachers and librarians to use on World Book Day or any day.

worldbookday.com/resources/primary

MEET THE BOOKS THAT WILL CHANGE YOUR LIFE

Books we read as teenagers have a long-lasting effect. Keep teens reading with our list of life-changing book recommendations for any mood, voted for by young people & adults. Create your own list for your school or library for WBD.

worldbookday.com/writes-of-passage

FUNDRAISE

World Book Day is the perfect opportunity to fundraise for charities who put books into the hands of children who need them most. Bake sales, sponsored silences, student’s art auctions – there are so many ways to raise money to help others enjoy books.

FUNDRAISING IDEA

RUN A Readathon

Encourage young people to read for fun through sponsored reading, to raise money for books for children in hospital. Order your pack at: readathon.org

RUN A FUNDRAISING IDEA

PLAY OUR WBD ASSEMBLY VIDEO

Top authors & vloggers will inspire young people as they talk about the importance of books and reading in their lives. Kick the day off with our video assembly – edit and add your own slides to tailor it.

worldbookday.com/imagination-channel

CHECK YOUR LIST

Start your planning as you mean to go on. Download our quickfire checklist to ensure you have everything in place in the run up to your celebration.

worldbookday.com/resources/secondary

RAISE THE PROFILE OF READING FOR PLEASURE

Our flexible NEW menu of activities has been designed to provide support and inspiration on making the most of World Book Day, while raising the profile of reading for pleasure across the curriculum. Involve students and staff in running activities alongside normal timetables, in break and at lunchtime.

MEET BOOKS THAT WILL CHANGE YOUR LIFE

20 FANTASTIC AND FUN FUNDRAISING IDEAS

For every £2 donated, Book Aid International can send a new book to a library or school in Africa.
LISTEN TO A WORLD OF STORIES ONLINE

Our new podcasts feature unmissable audio excerpts of essential books for children and young people of all ages, brought to life by a host of brilliant storytellers. worldbookday.com/podcasts

SEE WHAT’S ON OFFER FROM THE NATIONAL LITERACY TRUST

They work with teachers across the UK to promote reading for enjoyment. They have a wealth of support materials waiting for you at literacytrust.org.uk/cf and literacytrust.org.uk/CPD

SHARE YOUR IDEAS WITH US

We want to hear from you! Tell us YOUR ideas for getting young people excited about books @WorldBookDayUK or upload them to worldbookday.com/ideas/showcase/

VISIT WORLDBOOKDAY.COM

24 HOURS A DAY
7 DAYS A WEEK
52 WEEKS A YEAR

Keep up-to-date with the latest books, news, resources, events and competitions all year round. The FREE WORLD BOOK DAY TOOLKIT has absolutely everything you need to prepare, from logos and branding to brand new display material.

MAKE YOUR OWN BOOKS

Exclusive new book-making templates for all levels, created by paper wizard, Paul Johnson. worldbookday.com/resources

JOIN THE CONVERSATION

GET SNAP HAPPY

Share your fun, photos and ideas with #WorldBookDay20 @WorldBookDayUK /worldbookdayuk

TAKE THE QUIZ

Exclusive fun mini quizzes based on the £1 World Book Day books and other books by the WBD authors, available from 9 January – end April 2017. Find more details on your Take the Quiz flyer enclosed in this pack. takethequiz.co.uk

USE YOUR LOCAL LIBRARY

• Plan a class visit to inspire young people to decide which book character to be for WBD!
• Arrange for pupils who aren’t members to join
• Use the interactive Book Sorter in class to help young people find books they’ll enjoy
summerreadingchallenge.org.uk/booksorter

MAK E BOOK S YOUR OWN

Tap into your local booksellers’ expert knowledge when ordering books, updating your library or organising events on World Book Day and all year round.
• Many bookshops run reading groups, book sales or advice sessions for teachers and parents and they have excellent links with publishers and authors.
• Ask your local bookseller to visit your school to share their infectious enthusiasm and love of reading.

Contact sharon.benton@booksellers.org.uk to link up with a local School Book Suppliers member, or contact your LEA to find out if they have an Education Library Services arm.

NEED HELP? Try worldbookday.com/faq or email our helpline: wbd@education.co.uk
20 BRIGHT IDEAS

GET QUIZZICAL

1. RUN A QUIZ try The Bumper Book Quiz or create your own.
2. WHO AM I? quiz teachers provide a title for their own ‘autobiography’ and students have to match the teacher to the title.
3. BOOK FACTOR students work in teams to gain points by reading at home, recorded on a score sheet, to win a prize and certificate.
4. DRESSING UP WITH A DIFFERENCE students place teachers dressed as book characters into their correct stories.
5. WHAT’S MY FAVOURITE BOOK? make or decorate badges for the whole school to wear or create a display for students and teachers to guess what each other likes to read.
6. SPELLING BEE have fun with words like ‘splendiferous’ and ‘Gruffalo’. Prizes could include book vouchers or stationery.

GETTING CREATIVE

7. SET A DESIGN CHALLENGE – it could be for anything – reimagining the cover for a favourite book, a poster to promote a favourite book or a slogan to get the whole school reading.
8. “IF YOUR LIFE WAS A BOOK, WHAT WOULD IT BE CALLED?” get the whole school—including staff – to design a book jacket that sums up their personality or life and make a display.
9. ‘BOOK TASTING’ SESSIONS – create flash fiction stations and teams of students can spend 10 minutes at each, collaborating on a range of fun and creative writing tasks e.g. consequences, story prompts, piecing extracts together, etc.
10. A BOOK IN A JAR fill (clean!) jars with items to represent a story.
11. DECORATE A CHAIR students use a chair to represent a book of their choice.

READING TOGETHER

12. WHOLE SCHOOL READING try one of these for fixed times or when the bell rings throughout the whole day and everyone must grab their nearest book to read:
   - DEAR: Drop Everything and Read.
   - DEAR: Drop Everything and Reflect.
   - ERIC: Everyone Reads In Class.
13. READ A BOOK IN A DAY teachers read an excerpt from the same book at every lesson.
14. HOLD A LITERACY LUNCH – theme lunchtime around favourite books and reading with a book title-inspired different ‘taster’ extracts as tray mats or laminated at every table to read, and storytelling.
15. BOOK BLITZ students share a favourite book with a friend. They read it to them and tell them why they love it in 1 minute, then swap.
16. PAIRED READING older children read with younger children – or visit feeder primary schools for the morning or afternoon.

WRITING

17. OPENING LINES run a competition or writing activity based around opening lines from books that already exist.
18. BOOKS THAT CHANGED MY LIFE get students to write/decorate statements for a display and life-changing books booklist.

FUNDRAISING

19. RUN A BOOK SWAP THEME DAY OR FESTIVAL OF THE IMAGINATION create lots of fairground stalls e.g. Swap a Book, Hook a Duck, Madame Bibliothèque telling reading futures, the magic of books with a magician, etc.
20. Hold a BOOK SALE, BOOK SWAP or BOOK FAIR.
Welcome to our wonderful world of stories – a brand new range of podcasts featuring excerpt from a range of brilliant books (and full picture books) created by brilliant authors and illustrators and brought to life by brilliant actors on audio, to help children and young people of all ages discover exciting new authors and essential stories.

Read by Syan Blake & Paul Chequer
Read by Amber Sealey
Read by Carl Prekopp
Read by Jason Isaacs
Read by Simon Scardifield
Read by Ari Graynor
Read by Robert Madge
Read by Carolyn McCormick
Read by Katie Sobey
Read by Emilia Fox

WHY LISTEN TO AUDIOBOOKS?

Recent research shows the fantastic benefits of audio to learning how to read:

- INCREASES ACCURACY
- TEACHES PRONUNCIATION
- IMPROVES FLUENCY
- INCREASES READING SPEED
- EXPANDS VOCABULARY

(Source: Bolinda Publishing)

Turn on. Tune in. Read more. Discover a world of new stories worldbookday.com/a-world-of-stories
The National Literacy Trust works with thousands of teachers and practitioners across the UK to support their delivery of outstanding literacy provision. Together we can continue to raise literacy levels and improve outcomes for young people.

- **FREE RESOURCES** that you can **download, print and share** with colleagues
- **COMPETITIONS** to get pupils, parents and classrooms **excited about reading and writing**
- **ONLINE NETWORK** where members can **access tools and inspiration** to develop great provision
- **WORKSHOPS** to target areas of literacy most in need of attention
- **CPD** to develop sustainable strategies that put literacy at the heart of school improvement
- **RESEARCH**, policy and case studies from the UK’s thought leaders in literacy to keep you updated

Find out how we can help you at literacytrust.org.uk/schools
DESIGN YOUR ACTIVITIES – think about what you want pupils to actually do on World Book Day. We have flexible menus of ideas for each age group, from 5-minute games to a whole day of general literary merriment across the curriculum.

GET OTHER STAFF AND PUPILS INVOLVED in the planning and running of the day – it’s easier to share the workload, and they’ll enjoy it!

It’s all about the books on World Book Day (obvs). GO THROUGH 2017’S WORLD BOOK DAY BOOK SELECTION with your students. If you have a good relationship with your local bookshop, you MAY be able to order your pupils’ chosen titles, to avoid disappointment.

Book your SPECIAL VISITOR. It could be an author, illustrator, librarian or bookseller. They’ll help to bring the magic of books alive!

Plan your visit to the bookshop or set up a pop-up shop in your school to REDEEM THE WORLD BOOK DAY BOOK TOKENS.

PLAN YOUR WORLD BOOK DAY ASSEMBLY (we’ve done the hard work for you, so download our presentations from worldbookday.com/resources).

If you’re DRESSING UP as your favourite book character, start planning props and simple costumes with plenty of time in advance (see lots of quick and easy upcycling ideas and prop templates at bookaid.org/worldbookday) to be created as an art/craft activity. Don’t forget a copy of the book too!

LET PARENTS KNOW what you’re doing for World Book Day, and invite them to be part of the celebrations.

DECORATE your school, be it the library, communal areas, the hall, book boxes or doors of every classroom. This is a brilliant way to get the creative juices flowing and bring the whole school together.

HAVE FUN! Whatever you have planned, ensure your World Book Day has a special party feel. It is our 20th birthday celebration after all!
20 IDEAS

to have LOADS of FUN raising LOADS of money
to buy LOADS of BOOKS . . .

We need YOUR help to fundraise and send books to thousands of children and young people in Africa to enjoy

1. YOUR SCHOOL'S GOT TALENT
   Host a talent show to discover who has the best voice and dance routines at your school – could it be you?

2. HOST A SILLY SPORTS DAY
   Host a Silly Sports Day – from a tug-of-war in Wellingtons to the egg n' spoon in blindfolds, get sporty and get silly

3. DJ IN THE DARK
   Turn off the lights and set up the decks – can you guess who's DJ-ing from the set they're spinning?

4. GET SPONSORED...
   Sign yourself up for a Colour Run, Readathon, silence, cycle, fancy dress Fun Run (which favourite book character will you dress up as?)

5. DIGITAL DETOX
   Surgically attached to your phone or tablet? See how long you can look up, not down for and get sponsored at the same time!

6. GIVE UP YOUR FAVOURITE SNACK OR DRINK
   Give up your favourite snack or drink for a day, a week or a month – can you quit cake or lay off the crisps?

7. DEAR DROP EVERYTHING AND READ
   For a whole day

8. ON YOUR MARKS, GET SET, BAKE!
   Simply bake and sell some delicious treats – or go BIG and organise a Bake Off for your whole school

9. BE INSPIRED BY ALICE IN WONDERLAND
   - throw a Mad Hatter’s Tea Party for your class

10. BRING YOUR FAVOURITE BOOK CHARACTER TO LIFE
    - who will you dress up as? (£1* a go!)

11. DRESS DOWN
    Go casual for the day (£1* a go!)

12. INVENT YOUR OWN FUN ONLINE CHALLENGE
    Share it socially – what will you ask your friends and family to do?

13. HOST A QUIZ
    About books, music or general knowledge – pit your wits against your classmates!

14. GET CRAFTY
    If you love to stitch or sew or crochet, organise a crafting event with friends and family to swap fabrics, ideas and inspiration for your next crafty project.

15. SELL OR SWAP BOOKS
    You’ve already loved at a Book Sale or Swap – help your classmates find their next favourite book.

16. CHALLENGE YOUR TEACHER OR LIBRARIAN
    Imagine seeing your headmistress dressed as Miss Trunchbull or your librarian as Dumbledore? Ask them to dress as their favourite book characters – but YOU have to sponsor THEM!

17. WANT TO DANCE?
    Step up for a dancefloor challenge and show off your best moves, from ballet to ballroom to breakdance

18. RUN YOUR OWN THEMED READING CAFE
    For the day (1% of the proceeds can be donated to Book Aid International)

19. AUCTION YOUR ART!
    Set up a gallery for all the talented artists and illustrators in your school – with the chance to bid for the piece you want to see hanging on your bedroom wall

20. RAP OR RHYME BATTLE
    Write and perform your own rap or poem inspired by a character or scene from your favourite book and challenge your classmates

Find even more fantastic fundraising ideas
bookaid.org/worldbookday

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SUPPORTED BY
@Book Aid   #BeTheBook   Pearson
CALLING ALL BUDDING ILLUSTRATORS!

It's time to go DOODLE CRAZY for this year's fantastic DESIGN A NATIONAL BOOK TOKEN COMPETITION.

The overall winner's design will be made into a real National Book Token gift card and distributed to hundreds of bookshops nationwide in time for Christmas – plus there are heaps of National Book Tokens to be won!

ENTER NOW by asking your pupils to design a booky-themed Book Token.

FIRST PRIZE in each age range:
- £500 National Book Tokens for the school
- £200 National Book Tokens for the student
- £200 National Book Tokens for the teacher

SECOND PRIZE in each age range:
- £250 National Book Tokens for the school
- £100 National Book Tokens for the student
- £100 National Book Tokens for the teacher

PLUS 5 of our favourite entries in EACH age category will be added to the online Oodles of Doodles Gallery for everyone to see.

HOW TO ENTER

All entries should be produced on A4 paper in portrait format (h 81mm x w 127mm), using the template provided. A panel of judges will select a winner and runner-up in each of three age categories: up to 8 years, 9-12 years, 13-16 years.

Every entry must be signed by the teacher, who must print in capitals on the reverse of the entry the pupil’s full name and age, school name, address and phone number. Send entries to: World Book Day Design a Book Token Competition, Book Tokens Ltd, 6 Bell Yard, London WC2A 2JR.

Download a template and see the terms and conditions at worldbookday.com/oodles-of-doodles

Closing date for entries is FRIDAY 14 APRIL 2017. Winners will be announced in the summer of 2017.