

WORLD
**BOOK
DAY**

7 MARCH 2024

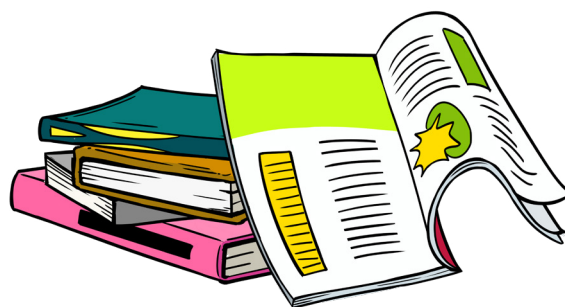
Sponsored by

NATIONAL
BOOK
tokens

Your WORLD BOOK DAY 2024 Primary Pack

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Find more at

worldbookday.com/celebrate-world-book-day

Changing lives through a love of books and reading

World Book Day® is a registered charity sponsored by National Book Tokens

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).



ILLUSTRATED BY VIVIAN TRUONG

Hello and welcome to World Book Day 2024



World Book Day® changes lives through a love of books and reading. We encourage reading for pleasure, offering every child and young person the opportunity to have a book of their own.

Reading for pleasure is a vital indicator of a child's future success – more than their parents' educational background or their family's income. We want all children to enjoy a life-long habit of reading for pleasure and the improved life chances this brings.

The Department for Education's reading framework recognises the **“fundamental importance” of reading for a child's academic success and wellbeing**; even reducing the impact of social disadvantages. However, research shows that reading for pleasure is declining across all age groups*.

World Book Day supports you to encourage reading for pleasure with evidence-based resources, tips and ideas. Our work is based on **six elements** which form our approach to **supporting children to read for pleasure**:

Being read to regularly

Having books at home and at school

Having a choice in what to read

Finding time to read

Having trusted help to find a book

Making reading FUN!

In 2024, our celebrations will encourage children to **Read Your Way**.

Every reader is different, and there's no right or wrong way to enjoy reading, so encourage children to think about what reading looks like for them with the 15 fantastic World Book Day books. Providing adventure, mystery and laughter, children and young people will be able to discover reading on their own terms, and as a hobby.

This World Book Day, we're encouraging children to start their reading journey with a sentence, a page, a chapter or more. Every child is a reader, however they choose to do it!

We hope you have a very **happy World Book Day!**

Cassie Chadderton
Chief Executive, World Book Day



*National Literacy Trust, Children and young people's reading in 2023

Prepare and plan your World Book Day 2024

DECEMBER

☐ Read this information pack

We suggest ways to make sure your celebrations are inclusive and fun, and that everyone - regardless of household income - can feel encouraged to read for pleasure.

☐ Familiarise yourself with the World Book Day £1/€1.50 book selection



Discover the full line-up at worldbookday.com/books

- ☐ **Connect with your local bookseller** who can help you source the £1/€1.50 books for free, through a school visit to a bookshop or pop-up event in your setting. Find your nearest bookseller at worldbookday.com/books/participating-retailers

Introducing our Activity Bank – contribute your ideas!

Our new Activity Bank offers activities from World Book Day and practitioners that embed our **six elements** of reading for pleasure. Please share your most successful ideas on this new area of the World Book Day site.

[Share your ideas here](#)



- ☐ **Prepare and plan** how World Book Day will build on your Reading for Pleasure culture with colleagues

Staff briefing

Before everyone starts their World Book Day preparations, run a staff briefing.

Our [editable PowerPoint](#) we've developed with LitDrive includes:

1. Introduction to **World Book Day**.
2. Barriers to **Reading for Pleasure** and how [World Book Day's 6 elements](#) address them.
3. A [Reading for Pleasure Audit](#).
4. Making your **World Book Day** celebrations inclusive, celebrating what children choose to read.
5. Deciding how your school celebrates reading. Dressing-up can be impactful but there are lots of equally exciting alternatives.



Look out for your World Book Day £1/€1.50 tokens and posters in the post.

Plan a whole school World Book Day festival which showcases the 6 elements of reading for pleasure

Start with the [World Book Day Assembly](#) to get children excited about reading

Create a Reading for Pleasure circuit:

- a) **A cosy reading zone** – put out blankets, cushions and boxes of books. Why not ask each year group to set up book boxes of their favourite books for the year below them?
- b) **Designing a reading recommendation bookmark** – invite students to create a [bookmark](#) recommending a book to one of their classmates. You could play [Book Recommendation Bingo](#) as a warm up for this activity.
- c) **Choosing their £1/€1.50 book** – try out the activities on the **£1/€1.50 book information sheets** and explore our '**Look Insides**' to find a match for each student.
- d) **Shared reading** – invite teachers to pitch a book they will read aloud, so children can sign up to go along to their favourite OR invite older students to read books that younger buddies choose to have read aloud to them.
- e) **A reflections assembly** where children write themselves a reading challenge
- f) Use our low cost [dressing-up](#) pack to help design a costume element to recommend their favourite book.



World Book Day Events

Plan which **FREE** online events you'll join in with!

Practitioner Webinars

Preparing for World Book Day 2024

Wednesday 17 January, 4pm

Join our webinar to hear about World Book Day's approach to **Reading for Pleasure** and resources, and ask your questions.

[Book online here](#)

Overcoming Barriers to Reading for Pleasure Seminar

Wednesday 31 January, 4pm

Join our introductory webinar where we explore children's barriers to reading for pleasure and combine adults' reflections on their reading identities and research to suggest classroom practices to engage children.

There will be a monthly VLOG from February to May and a further live webinar on 12 June to reflect on all that has been shared. Signing up for the event in January will also sign you up for a place at the June event.

[Book online here](#)

Include Authors in your celebrations by using our **FREE** fantastic bank of videos from our £1/£1.50 authors, developed with [Authorfy](#).

Your local bookseller, [Authors Aloud](#) or [Authors Abroad](#) can also help you arrange an in-person or digital event. Early booking is advised!



For children

Great World Book Day Footy & Booky Quiz

Thursday 7 March, 9.30-10.15am

Join us, the National Literacy Trust and Premier League Primary Stars on World Book Day for our interactive quiz, **featuring footballers** from the Premier League, English Football League and the Women's Super League, cutting it **alongside authors** at the top of their game.

[Register here](#)

or email imogen.daldy@literacytrust.org.uk



BBC Teach Live Lesson

Thursday 7 March, 11am

View online on [BBC Teach](#) or on CBBC
Welcome to our live World Book Day pop up library!

In this **BBC Teach Live Lesson** we'll be designing our own amazing reading space – a place to find and recommend books we would love to read. From fact or fiction, to graphic novels and comic books, there's a book to suit everyone, so what's yours?

This live programme is a curriculum-linked literacy lesson based around 'reading for pleasure' and is suitable for 7-11 year-olds.

Content is designed in partnership with **World Book Day**, and in consultation with The Reader Teacher Scott Evans, a primary teacher from South Wales, who is passionate about the importance of school libraries, and loves to read.

Email your shout-outs to live.lessons@bbc.co.uk with World Book Day as the subject, or you can get in touch using [#BBCLiveLessons](#) to let us know your class is watching.

[Find out more here](#)

FUNDRAISE YOUR WAY

As a charity we rely on your donations to support children who don't have access to books at home. Can your setting help?

In the UK, nearly 1 million don't have a book of their own*. Help us to get books to those who need them most and to encourage all children to love reading.

Download your fundraising pack:
worldbookday.com/fundraising

Fundraising can exclude some students, making it clear who has money and who does not. If you choose to fundraise, see our pack for tips on making it an inclusive experience for all.

*National Literacy Trust.

Every £1 raised goes towards giving a young person a book of their own.



Get ready to celebrate with World Book Day's branding and materials

World Book Day® is a registered trademark. As a school which has registered to take part, you are welcome to use our logo, branding and assets for your own celebrations.

World Book Day's trademark and assets may only be used for fundraising activity in aid of World Book Day.

[Find out more here](https://worldbookday.com/fundraising)

Celebrating with

WORLD
**BOOK
DAY**



Introducing...

World Book Day

Create your own Celebration Packs

Whether it's decorating your reading corner or hosting a party or fundraising event for **World Book Day**, our Celebration Packs are the perfect accompaniment to your festivities. Created with Party Delights, part of the Wonder Group, **5% of all sales goes to support our charity's work.**



Prices start from 79p (plus postage)

Find out more:

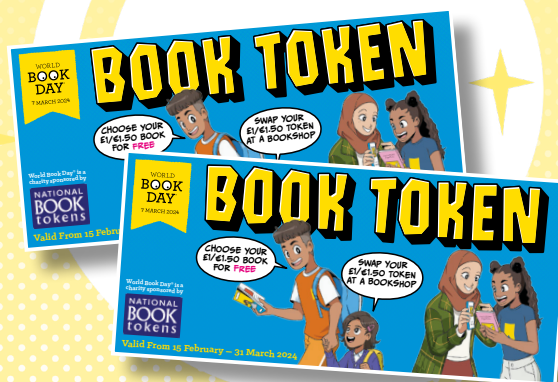
partydelights.co.uk/world-book-day-celebration-materials

FEBRUARY

- ☐ Help children to **CHOOSE BOOKS** and **HAVE BOOKS AT HOME** by letting them select a brilliant book for free with their World Book Day £1/€1.50 book token.

Distribute £1/€1.50 tokens early. **Children can use their tokens to get a free book from 15 February** so early distribution guarantees the best selection.

The World Book Day £1/€1.50 books are available from **15 February-31 March**.



Help your children access the £1/€1.50 World Book Day books:

- ☐ Check your **World Book Day £1/€1.50 tokens** have arrived in school.
- ☐ Access your **braille, audio or large print £1/€1.50 books** via Guide Dogs, RNIB, Vision Ireland and Calibre Audio. Visit our [FAQs page](#) for more information.
- ☐ Display the [How to Redeem Your Token poster](#).
- ☐ Model choosing a book using the **Look Insides** developed with Nielsen, available on the book pages on worldbookday.com/books
- ☐ Try some fun activities to introduce the books to children from our £1/€1.50 **book information pages** developed with Coram Beanstalk and Bag Books.
- ☐ Encourage families to exchange the **World Book Day £1/€1.50 token for a free book**. Find your nearest participating bookseller [here](#).



Your local bookseller can help you source books for children in school, for free. Early conversations make this more possible.



FEBRUARY HALF-TERM

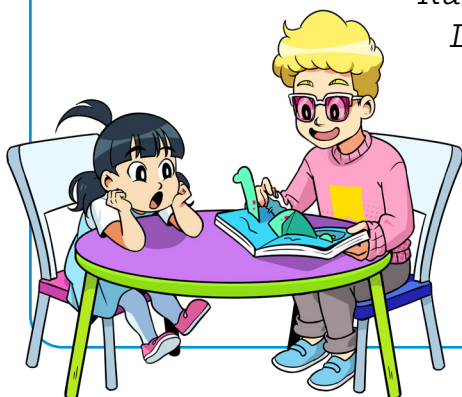
- ☐ Help children and families **READ TOGETHER** at home
- ☐ Share our low cost **dress-up pack** developed with publisher, Oxford Children's to support families to create costume elements for your World Book Day celebrations.

Share your **World Book Day** plans with parents and carers: [download our editable letters](#) on [pages 14 and 15](#) and tell everyone what your **World Book Day** celebrations will look like.



Younger children will enjoy **Share A Story Corner** at home with **easy-to-follow video stories** including

Ruby's Worry by Tom Percival,
Dear Zoo by Rob Campbell
and **NEW for 2024** - *Elmer*
by David McKee. There
are downloadable
activity packs to
accompany each
story, too.



Access **free audiobooks** for children to enjoy at home in our **World of Stories** thanks to our official audio partner, Yoto and the generosity of publishers. More free audio content is available via the Yoto App.

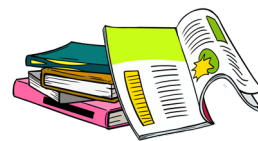


Parents and carers can find our free fun Book Club activities, book recommendations and much more at worldbookday.com/families

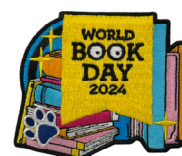
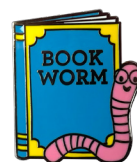


Discover your **local library's**

World Book Day plans and encourage children to use their amazing free services.



Invite children to complete the **Pawprint Family** challenges. Reward them with an exclusive World Book Day badge*.





* A contribution from every badge sold goes directly to World Book Day, helping us to encourage more children to read for pleasure.

Happy World Book Day - Thursday 7 March

Make your World Book Day happen

Whether it's months before or the night before, read on to ensure that your **WORLD BOOK DAY** celebrates reading for pleasure

A big World Book Day welcome	SHARE READING RECOMMENDATIONS Set up large pieces of paper at drop-off for children and parents to make recommendations – you could photograph these and send them out, or combine them to make a whole school list. For older children you could invite them to recommend in categories – either by genre (comics, graphic novels, fiction, non-fiction etc.) or by when they like to read (to relax, to learn, to escape etc.).
Assembly time	Use our assembly pack developed with Shapes for Schools to create a World Book Day Assembly . 
A World Book Day lesson 	TRUSTED HELP TO FIND A BOOK Invite your students to run reading interviews with peers and/or members of staff. These are the questions we developed with Authorfy for the authors in our assembly videos and those hosted on the Authorfy website. Divide the children into 4 groups and give each group one question to research. <ol style="list-style-type: none">1. <i>What is your top tip for enjoying reading?</i>2. <i>Can you share something you've read in the last year and enjoyed?</i>3. <i>Where is your favourite place to read?</i>4. <i>What do you want to read more of this year?</i> Redivide the children so they are in a group with one person asking each question. Run the interview – children collect the answers to their questions. Return children to their groups to create summaries of what they've learned and share with the class. Follow up activities: <ol style="list-style-type: none">1. <i>Creatively display the recommendations – how do children want to discover them?</i>2. <i>Create posters out of the top tips to share in the classroom or around school.</i>3. <i>Using the responses to questions 1, and 4, invite the children to write their own reading challenges – either trying out one of the tips or choosing something different to read.</i>4. <i>Using the responses to question 3, (Re)design your reading area to more closely match their favourite reading spaces.</i>

The Assembly has other World Book Day template slides for you to use throughout the day.

<p>Between sessions</p>	<p>SUPPORT CHOOSING</p> <p>Use our £1/€1.50 book 'Look Insides' to share the beginnings of the £1/€1.50 books with your class or pick a story that you can read in installments throughout the day.</p>
<p>Join the party</p>	<p>MAKE READING FUN</p> <p>Join us and the BBC for a World Book Day Live Lesson featuring our brilliant £1/€1.50 book authors and illustrators. Available to watch live via the BBC Teach website or CBBC channel on Thursday 7 March at 11am.</p>
<p>Enjoy some cosy reading time</p>	<p>MAKE TIME TO READ</p> <p>Surprise the children with Drop Everything and Read.</p> <p>Mix up your D.E.A.R. sessions with a Drop Everything and Choose session – laying out a range of books on the carpet or on a table and encouraging children to choose.</p> <p>Do your children struggle with book choosing? Try our new resources from Love to Read to support them.</p> <p>Use our Reading Badges so children who need support or want to offer suggestions are obvious.</p>
<p>At the end of the day</p>	<p>ACCESS TO BOOKS</p> <p>Give out the £1/€1.50 book token to every child and explain how to redeem the token and where they might find the £1/€1.50 books near them.</p>
<p>Home time</p>	<p>SHARE BOOKS</p> <p>Host a school bedtime story for children and their parents – why not invite your local bookseller along to bring the £1/€1.50 books so children can exchange their tokens?</p>
<p>Dare to be different</p>	<ul style="list-style-type: none"> • <i>Not dressing up? There are other fun ways to celebrate reading with our Dressing Up Alternatives Resource.</i> • <i>Only ask questions about how children feel about what they are reading/what is read to them.</i> • <i>Anything goes – read anything you like and no-one is allowed to make a comment</i> • <i>Don't get caught reading – challenge students not to get caught with a book in their hands – can anyone keep their reading hidden for a whole day?</i> • <i>A secret santa style book recommendation – invite students to wrap up a book for a chosen other student to be in their place on World Book Day. Children can annotate the wrapping with why they've chosen that book for their classmate.</i>



Visit our online [Activity Bank](#) to find the perfect activity to support all your children to engage with **World Book Day**

Design a National Book Token Competition 2024

NATIONAL
BOOK
tokens

Welcome back to the **DESIGN A NATIONAL BOOK TOKEN** competition, the annual nationwide contest that encourages children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards!

The winning entrants can bag **HUNDREDS of pounds worth of National Book Tokens** for their schools – including, for the overall winner, a **£10/€12 National Book Token** in their winning design for every child in their class!

This year's theme is **Read Your Way**. Every reader is different, and there's no right or wrong way to enjoy reading. Encourage children to think about what reading looks like for them, and what it can look like for others – see our tips below for starting conversations about this in class.

TO ENTER, children should design a National Book Tokens gift card with this theme in mind – and thinking about what might make their gift card appeal to customers if it was on display in a real shop.



ONE OVERALL WINNER

will get a **£10/€12** gift card in their design for every child in their class,* and the opportunity for their class to visit a real bookshop, virtually or in person, to spend their National Book Tokens

FIRST PRIZE

in each age range wins:

- **£350/€400** National Book Tokens for the school
- **£100/€115** National Book Tokens for the pupil

SECOND PRIZE

in each age range wins:

- **£200/€230** National Book Tokens for the school
- **£50/€60** National Book Tokens for the pupil

*Up to 35 gift cards; see terms and conditions for home-schooled students

HOW TO ENTER

Visit worldbookday.com/competition/design-a-nbt for full details and to download the entry form

Closing date
for entries is
Sunday 7th
April 2024

Share your Celebrations!

We hope you have a FANTASTIC reading day.

We can't wait to see what you get up to.

If you tag us in social media posts from school, we will assume you have the relevant permissions and repost on our channels.

#worldbookdayuk

 worldbookdayuk

 worldbookdaysocial

 worldbookdayuk

 youtube.com/worldbookdayuk

Your World Book Day all year round

- **Help children to read for fun all year round**
 - visit our [Resources Hub](#) for ideas and resources.
- **Keep sharing your ideas** – submit your favourite activities to our Activity Bank and help other practitioners help children to love reading.
- **Start planning for next year** – run a review with staff and children to find out how your World Book Day went and what you can do next.

Keep an eye out for our survey. We will be holding focus groups to help us understand how World Book Day can support you.

Thank you for your support changing lives through books and reading

Thank you to

authorfy.


BAG BOOKS


World Book Live Lessons


coram Beanstalk
Reading • Growing • Thriving


Calibre audio


Guide Dogs


Litdrive
Better balance


LOVE TO READ


NATIONAL BOOK tokens


National Literacy Trust
Change your story


Nielsen BookData


The Open University


READING FOR PLEASURE


OXFORD Children's


Party Delights


PAWPRINT FAMILY


RNIB
Library


SLA
School Library Association


SHAPES
for schools


Vision Ireland
the new name for NCBI


yoto
OFFICIAL AUDIO PARTNER

Sample letters to parents and carers

You can use our editable letters to parents to let them know about [World Book Day](#) celebrations in your setting. They are also available to [download here](#).

Sample letter to parents and carers (dressing up)

Dear parents and caregivers,

World Book Day takes place on Thursday 7 March and we hope you'll join us to celebrate across the school. We are celebrating World Book Day this year in school because we support the charity's mission to change lives through a love of books and reading.

Dressing up or bringing books into school is a big part of World Book Day celebrations, and is something that children and families particularly enjoy. We are inviting children to dress up this World Book Day as it's an exciting way for children to get book recommendations from each other.

The book choice is key – even if it's just a prop or a clue make sure your child is recommending something to read with their costume.

We are aware that the cost of living crisis might make this difficult for some families, so we have organised the following events to make sure that our World Book Day is fun and inclusive for all.

1. We encourage you to use things you already have at home to make a creative costume
2. We will also be hosting a costume swap on DATE/TIME
3. We will be opening the setting with a selection of materials to make costumes on DATE/TIME

We'd love to include you in our celebrations by coming into school to:

1. Read to them
2. Come along to our bedtime story at XXXX
3. Be one of our book corner special guests.
4. Sending your child's chosen book in with them on the day so we can read it to them and their friends

Access to books

1. Getting a free £1/€1.50 book for your child is easy – simply take your £1/€1.50 book token to your nearest bookseller and swap it for a World Book Day £1/€1.50 book OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99 or more. You can find your nearest bookseller at worldbookday.com/participating-retailers
2. We'll also be hosting a very special book swap. Drop off any unwanted books in the box outside XXX, then come and browse! Please feel free to take something you would like to read, whether you've donated a book or not.
3. Join our open library session on XXX and help your child choose their next book to read at home. This is a chance for you to become familiar with the books in school too.

Check out the **World Book Day Family Hub** for more things to do at home.

We're very much looking forward to celebrating World Book Day, which could not happen without the support of parents and carers – thank you.

Sample letter to parents and carers (no dressing up)

Dear parents and caregivers,

World Book Day takes place on Thursday 7 March and we hope you'll join us to celebrate across the school. We are celebrating World Book Day this year in school because we support the charity's mission to change lives through a love of books and reading.

Dressing up or bringing books into school can be a big part of World Book Day. This year we are aware that the cost of living crisis might make this difficult for some families, so we are doing things a bit differently!

Instead of coming to school in costume, we will:

1. Be making costumes at school – join us to see what they've made on DATE/TIME.
2. Be making spoon puppets/potatoes of the children's favourite characters. We can't wait to see what the children's creativity unleashes and to meet all of the spoon/potato characters. How many will you recognise?
3. Decorate our doors.
4. Invite children to wear their pyjamas.

We'd love to include you in our celebrations by coming into school to:

1. Read to them
2. Come along to our bedtime story at XXXX
3. Be one of our book corner special guests.
4. Sending your child's chosen book in with them on the day so we can read it to them and their friends

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1. Getting a free £1/€1.50 book for your child is easy – simply take your £1/€1.50 book token to your nearest bookseller and swap it for a World Book Day £1/€1.50 book OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99 or more. You can find your nearest bookseller at worldbookday.com/participating-retailers
2. We'll also be hosting a very special book swap. Drop off any unwanted books in the box outside XXX, or just come and browse! Please feel free to take something you would like to read, whether you've donated a book or not.
3. Join our open library session on XXX and help your child choose their next book to read at home. This is a chance for you to become familiar with the books in school, too.

Check out the **World Book Day Family Hub** for more things to do at home.

We're very much looking forward to celebrating World Book Day, which could not happen without the support of parents and carers – thank you.

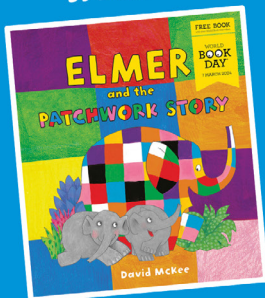
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7 MARCH 2024

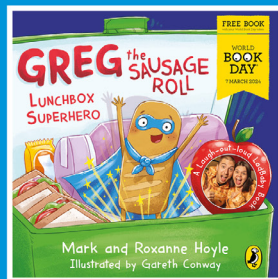
WORLD BOOK DAY

CELEBRATE
ON 7 MARCH
2024

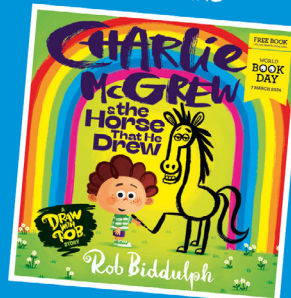
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BEGINNING



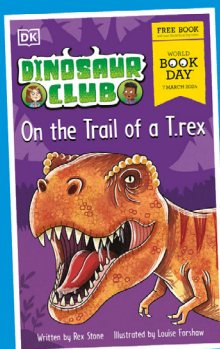
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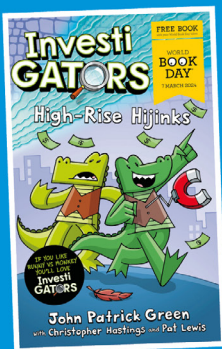
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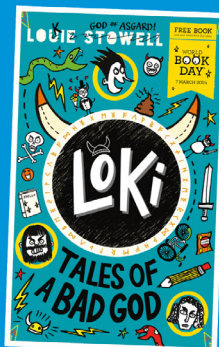
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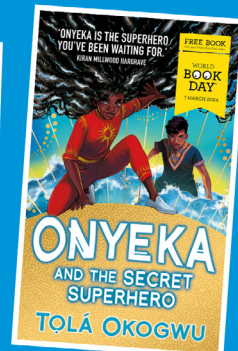
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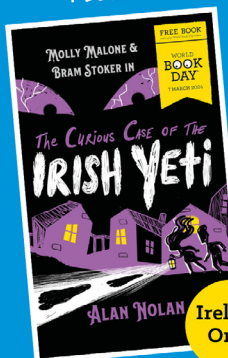
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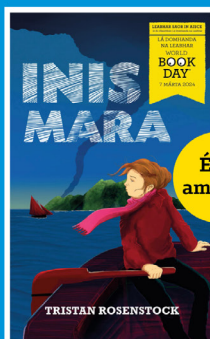
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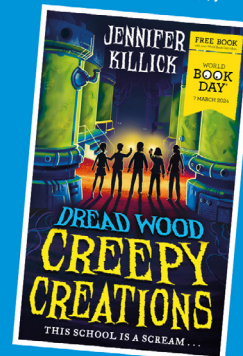
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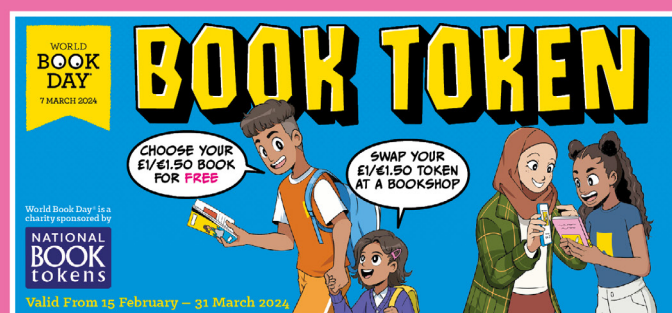


INDEPENDENT



Books available in shops from 15 February until 31 March 2024

Choose a brilliant book
for FREE with your
World Book Day £1/€1.50
book token.



Sponsored by



Changing lives through a love of books and reading

World Book Day® is a charity sponsored by National Book Tokens
Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK)



WORLD
**BOOK
DAY**

READ YOUR WAY!

UNLEASH YOUR READING SUPERPOWER...

TAKE BOOKS HOME TO READ



WORLD
**BOOK
DAY**

**LISTEN TO BOOKS BEING READ ALOUD
(OR LISTEN TO AUDIOBOOKS)**



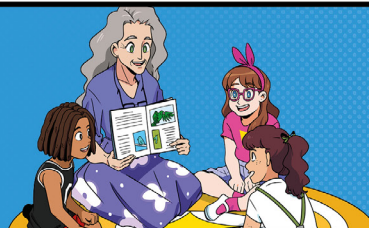
WORLD
**BOOK
DAY**

**CHOOSE THE BOOKS YOU
WANT TO READ**



WORLD
**BOOK
DAY**

**ASK FOR IDEAS ON WHAT TO
READ NEXT**



WORLD
**BOOK
DAY**

MAKE TIME TO READ



WORLD
**BOOK
DAY**

**FIND WAYS TO MAKE
READING FUN!**



WORLD
**BOOK
DAY**

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**BOOK
tokens**

Changing lives through a love of books and reading

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Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK)



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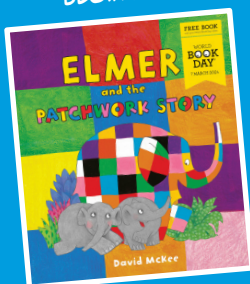
WORLD
**BOOK
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7 MARCH 2024

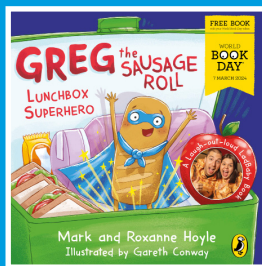
WORLD BOOK DAY

CELEBRATE
ON 7 MARCH
2024

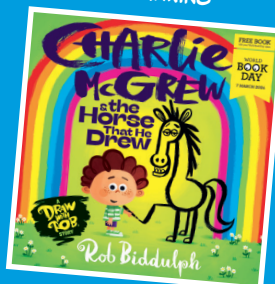
BEGINNING



BEGINNING



BEGINNING



EARLY



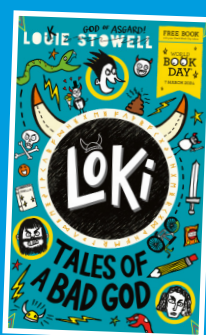
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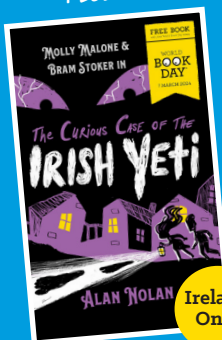
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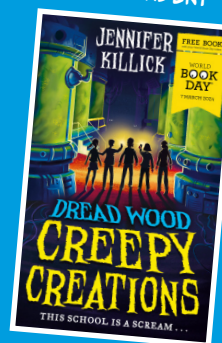
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INDEPENDENT



INDEPENDENT



Swap your Book Token to get a
World Book Day book for **FREE** at
your local bookseller

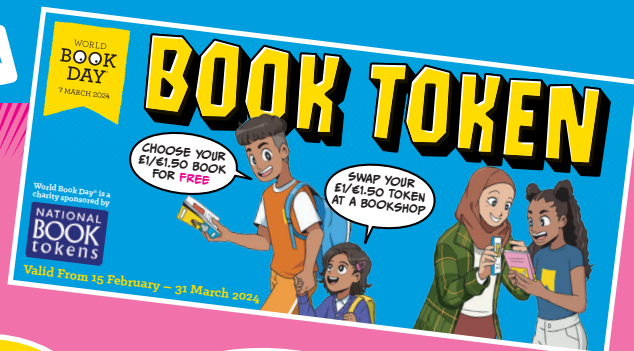
**HOW IT
WORKS:**

World Book Day
£1/€1.50 book tokens
distributed by
schools/nurseries
and partners

Child
goes to
bookseller
with their
book token

Bookseller gifts
a £1/€1.50 book in
exchange for their
token

Child
chooses
and owns
a book



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ILLUSTRATED BY VIVIAN TRUONG

TAKE BOOKS HOME

WORLD BOOK DAY

CHOOSE BOOKS YOU WANT TO READ

LISTEN TO BOOKS BEING READ

OR LISTEN TO AUDIOBOOKS

ASK FOR BOOK IDEAS

MAKE TIME TO READ

HAVE FUN!

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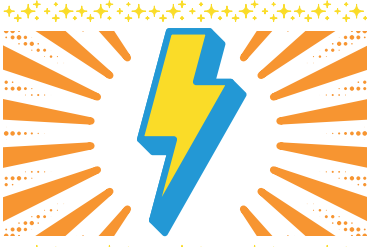
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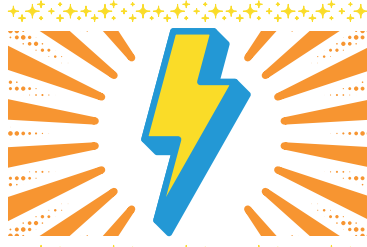
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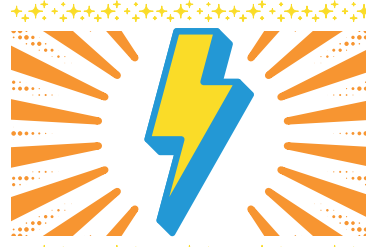
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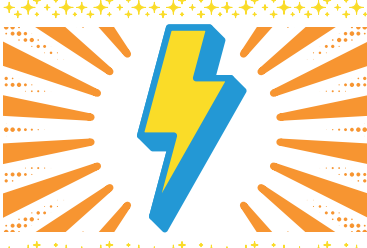
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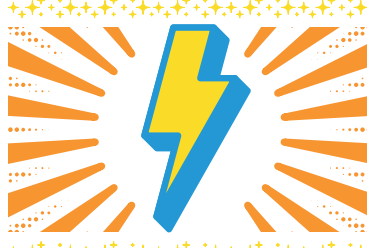
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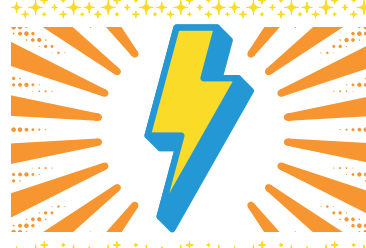
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Reading mood badges

Use these badges as ways for children to express what they need in a reading experience that day. Talk about how reading preferences change depending on our mood and what we are reading.

Use the blank template for children with more experience to fill in their own reading need for the day.



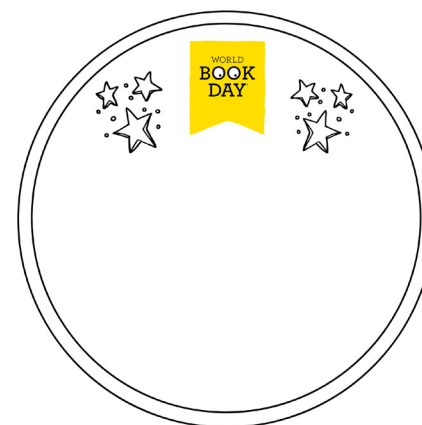
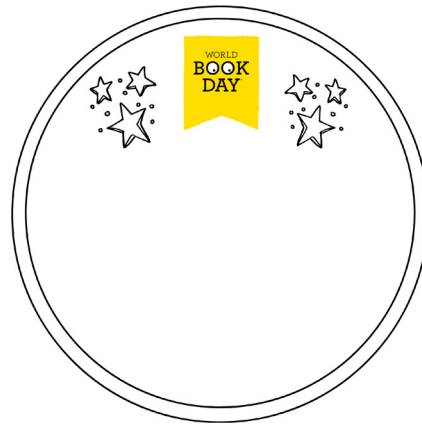
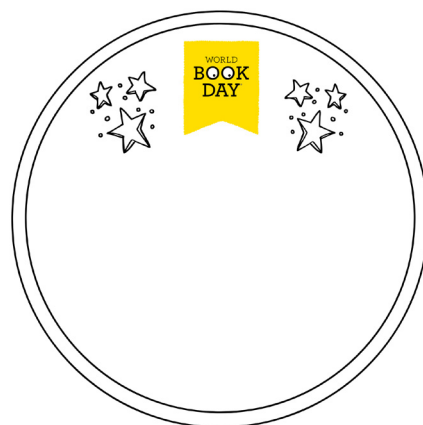
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