

WORLD  
**BOOK  
DAY**

7 MARCH 2024

SPONSORED BY

NATIONAL  
**BOOK**  
tokens

# Your **WORLD BOOK DAY® 2024** Toolkit for public libraries

Creating the readers of the future

## Contents

Letter from our Chief Executive	2
About World Book Day	3
Dates for your diary	4
The £1/€1.50 books for 2024	5
Campaign assets	6
World Book Day celebration materials	8
World Book Day stories from librarians	9
Resources	10
Running a World Book Day event guide	11
Sample email to journalists	13
Sample email to schools/early years settings	14
Activities for families and events	15

**SAVE  
THE DATE!**  
7th March 2024



Find out more at

[worldbookday.com/work-with-us/librarians/](https://worldbookday.com/work-with-us/librarians/)

**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).



# World Book Day and libraries

## Creating the readers of the future

**Reading for pleasure makes a vital difference to children's life chances, but is at its lowest level since 2005.**

That's why we at World Book Day® want to work together with libraries to share the joy of reading with children and families. Your expertise helps children and young people to discover reading for pleasure with a wealth of choice, experts on hand to support their reading journey, and opportunities to connect with other readers in a welcoming space.

**Libraries play a special role in bringing the joy of reading to children and young people, and in promoting reading in communities.** Last year, nearly 2000 public libraries took part in the World Book Day celebrations with storytelling events, displays to support book discovery and fun activities to share the joy of reading.

**Nearly 1 million children in the UK don't have a book of their own<sup>1</sup>.** World Book Day offers every child and young person the opportunity to exchange their £1/€1.50 token for a free book. 1 in 5 pupils receiving Free School Meals (20.7%) said that the book they 'bought' with their World Book Day £1/€1.50 token was the first book they had had of their own.<sup>2</sup>

*"World Book Day has been a constant positive during my 20 years working in libraries."*

**Participating library, 2023**

Working together, World Book Day and libraries can help more children and families to have access to books, and to explore the wide and wonderful world of reading.

This year, we're putting children's voices at the heart of World Book Day. Our research has highlighted that children are told that reading is important, but our actions as adults can make them feel that reading is work.

**World Book Day 2024 is calling on everyone to give children a choice - and a chance - to enjoy reading.**

We hope you have a very happy World Book Day. Thank you for all you do in encouraging more children to love reading.



**Cassie Chadderton**  
**Chief Executive**  
**World Book Day**



<sup>1</sup> & <sup>2</sup> 2023 National Literacy Trust, Annual Literacy Survey

# About World Book Day

**OUR MISSION:** To promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

World Book Day improves children's life chances, particularly those growing up in disadvantage and inequality, by encouraging reading for pleasure.

Through our activities we support families, schools, libraries, bookshops and communities to **help children love reading**.



"It helped me because I used to dislike reading but when World Book Day happened I LOVED IT!"

Through our annual event in March with its **joy, celebration and fun**, we encourage more children to read, and raise awareness of the difference reading makes to their lives.

Our 6 principles to encourage children to read for pleasure shape our work



Being read to regularly



Finding time to read

Having books at home and school



Having trusted help to find a book



Making reading FUN!



Having a choice in what to read

With so much to offer, from providing a never-ending stream of books to choose from, trusted help to discover new reads, to storytimes, reading activities and events, libraries and librarians support all six principles.

# Dates for your diary

SAVE  
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## JANUARY

- ☐ **Contact any schools** you have a connection with and introduce yourselves to those you don't. How about a real life or virtual library visit, a pop-up library, an assembly or co-hosting an author visit?
- ☐ **Watch our briefing** for charities and not-for-profit organisations on our **YouTube channel** or email [hi@worldbookday.com](mailto:hi@worldbookday.com) for the link.
- ☐ **Add your library events** to the World Book Day **map** and the activities and resources you create around reading for pleasure to the **ideas section** of our website.
- ☐ **Talk about how World Book Day works** with your staff and share why they're so important to the charity's mission. Reach out to illustrators to draw on windows, and authors to star in events, by contacting publishers.
- ☐ **Use your newsletters** and social media to talk about the importance of reading for pleasure, reading together and celebrating children's reading choices.

## 15 FEBRUARY-31 MARCH Token redemption dates

**Make the most of the national conversation around World Book Day and reading for pleasure!**

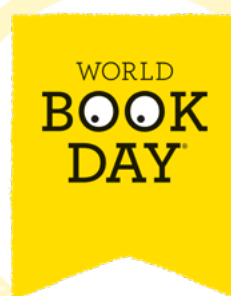
**Why not:**

- ☐ **Host weekend story times** or read to children who come into the library. Find free printable display materials on the World Book Day website.
- ☐ **Contact local media** to tell them about your celebrations (see the Resources for suggested copy).
- ☐ **Deck the walls** with celebratory World Book Day materials – create your own or download our posters and other materials. You can order more items from our partner Party Delights, see page 8 for more details.
- ☐ **Create a display** to suggest further reading around the £1/€1.50 books and their authors and illustrators.

## 7th MARCH - WORLD BOOK DAY!

**Celebrate the biggest, bookiest day of the year in the way that works best for you and your community!**

- ☐ **Share** how you're changing lives through reading using **#WorldBookDay** and tagging **@WorldBookDayUK**
- ☐ **Pause.** Take a moment to celebrate you and your team for helping make magic happen every time a child chooses a book!



## End of MARCH

- ☐ **Complete the evaluation form** we'll send out. The information you provide is invaluable in helping us to reach even more children and young people.
- ☐ **Share your stories with us** - what worked, what didn't and what you'd like us to know.
- ☐ **Share with your communities how you celebrate reading all year round** including through events and activities, class visits, family storytimes and reading groups. You can find lots of inspiration and support on the World Book Day website.



## The £1/€1.50 books for 2024



*The Doomsday Date is for teen readers*

**To support this year's incredible line-up of authors and illustrators and help children choose which books they will pick with their £1/€1.50 book token, why not use the World Book Day 2024 books as inspiration for themed displays in your library?**

You could create displays based on:

- The different authors and illustrators from this year's books. This is a great opportunity to introduce young readers to the range of their work.
- The different book genres showcased by this year's books.
- "What to read next" suggestions based on each book in the 2024 list.
- Our 2024 £1/€1.50 World Book Day authors have also created a list of fantastic recommendations for children to enjoy. Read more [here](#).

You'll find lots more inspiration and ideas for this year's line-up on our website by clicking on to each of the £1/€1.50 book pages [here](#).

*“World Book Day is a great way to engage children with books and develop a positive relationship with the library. The book tokens allow children to engage with books and parents to buy them a book without financial pressure.”*

*Participating library, 2023*

## Campaign assets

You are welcome to use World Book Day's assets in accordance with our brand guidelines and our [Partnership Agreement](#).

If you are adhering to the brand guidelines and using the 'Celebrating with' logo then you do not need to send your assets for approval.

In the [World Book Day 2024 assets folder](#), you will find:

- Celebrating with World Book Day logo
- World Book Day 2024 illustrations from Vivian Truong plus Vivian's copyright logo
- Social media assets
- World Book Day 2024 brand guidelines
- World Book Day 2024 £1/€1.50 book jackets

Find free celebration materials and supporting activities at  
[worldbookday.com/celebrate-world-book-day](https://worldbookday.com/celebrate-world-book-day)

If you are a school librarian, our school packs are intended to be useful for your setting. Find them at the link above.



# WORLD BOOK DAY

Hashtag: #WorldBookDay  
X (formerly Twitter): @worldbookdayuk  
Instagram: @worldbookdaysocial  
Facebook: @worldbookdayuk  
LinkedIn: World Book Day Charity



## Suggested social media posts

**In your communications, please refer to the charity World Book Day, our mission and activities.**

Here are some suggested messages:

*We're supporting the @worldbookdayuk Read Your Way campaign. Here's how we enjoy reading... (share pictures or tips)*

*It's World Book Day! Reading for enjoyment is so important for children and young people. We're supporting children's choices by celebrating what makes reading fun for them. How do you #ReadYourWay? #WorldBookDay @worldbookdayuk*

*Did you know that reading for pleasure is the biggest indicator of a child's future success? That's why #WorldBookDay encourages everyone to let go of pressure and expectations to support children to enjoy reading.*

*This year @worldbookdayuk is championing children's reading choices, encouraging all children to Read Your Way. Every reader is different, and there's no right or wrong way to enjoy reading. Here's how we're supporting...*

## Suggested newsletter copy

World Book Day 2024 is on Thursday 7 March. We support the charity World Book Day in its mission to encourage all children to read for pleasure. This year World Book Day are putting children's voices first with Read Your Way, encouraging everyone to let go of pressure and expectations to give children a choice - and a chance - to enjoy reading.

We're helping children and young people discover how and what they want to read by xxxxx.

More information can be found at [worldbookday.com](http://worldbookday.com) along with free materials and activities.

If you have any questions or are interested in talking further about partnership opportunities, please email [hi@worldbookday.com](mailto:hi@worldbookday.com)

# Thank you for your support!



# NEW FOR 2024

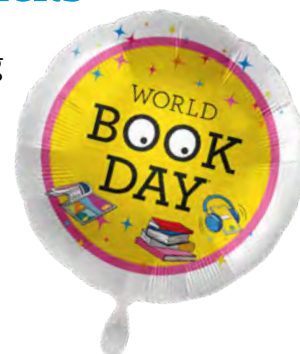
## Celebration items include:

- Banners
- Bookmarks
- Bunting
- Event posters
- Stickers
- Balloons

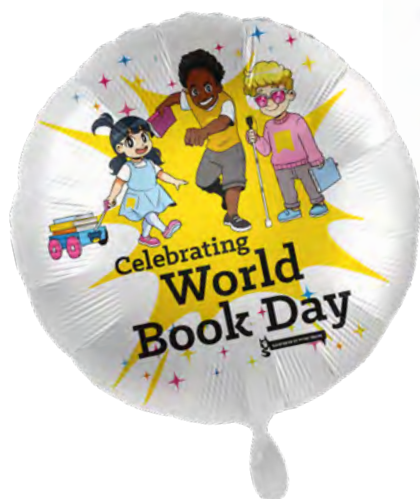
**Free downloads** of some items are also available from our website.

## World Book Day Create your own Celebration packs

Whether it's decorating your children's reading corner or hosting events in your library 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.**



**SCAN HERE** to find out more and buy your pack



**Prices start from 79p**  
(plus postage)

Find out more [here](#)



# Need more inspiration?

Hear from fellow librarians on what worked last year!

"We hosted school classes throughout the week and used some of the WBD resources to create activities appropriate for each year group who were visiting. On the day itself it had prompted the local Mayor to arrange a visit which was a really good way of showing everything we do in the library. Our staff had great fun dressing up. We were also able to hand out vouchers at all of our regular preschool events, and used the digital voucher to distribute to our list of local home educators."

"We ran a story and colouring activity and also gave out tokens. I noticed that some new customers came to the session and commented on how much they enjoyed the library and were very happy to receive the tokens."

"We ran a bounce and rhyme singing session followed by a storytime session with a little craft activity. It included something for all ages 0-4. Our library staff dressed up as book characters too. The local news came and did a report at our library on the lack of children reading for pleasure and how World Book Day and libraries can help."

"All Stockport libraries gifted books and book tokens to children who came to the library. We advertised this on social media. a couple of libraries had class visits from schools where they had an intro to the library. Books were gifted to each child attend. This has a great impact on the image of the library and engagement with children across the borough."

"This year we also visited a local school and ran story telling sessions to over 350 children on World Book Day, which felt fantastic."

"We invited two classes (two y1/y2 classes) from local schools to join a World Book Day session, we read a story to them and gave them an orientation of the library. Then they were invited to explore the children's library and pick out books that a member of staff could help them read. We then read another story together and provided a pack with library membership forms, bookmarks, WBD tokens and a sticker for each child."

# RESOURCES

**Use these templates and  
handy pull-outs to help  
plan and promote your  
World Book Day celebrations**

[Running a World Book Day event guide](#)

[Sample email to journalists](#)

[Sample email to schools/early years settings](#)

[Fun World Book Day activities for children and families](#)

WORLD  
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DAY**  
7 MARCH 2024

# Running a **World Book Day**<sup>®</sup> event guide

## What is World Book Day?

World Book Day is a celebration of reading for pleasure run by the charity World Book Day. Their mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

Reading for pleasure is important because it's proven that people who choose to read in their spare time do better at school and work and feel happier too.

Running an event for World Book Day is a great way to show children and young people how fun reading can be and to share why you think it's important.

Find further ideas and event materials at  
[worldbookday.com/celebrate-world-book-day/](https://worldbookday.com/celebrate-world-book-day/)

## Read Your Way

This year World Book Day wants to encourage children to **Read Your Way**, a campaign aimed at supporting children and young people to discover reading on their own terms, as a hobby.



1

### Start by introducing yourself

And why not include:

- Your favourite childhood book or book you're currently enjoying with your own children.
- Your favourite book/what you're reading at the moment.
- Where and when you like to read.
- Don't feel you have to stick to printed books or fiction. Sharing that you enjoy audiobooks in the car or only read at the weekends supports the READ YOUR WAY message.

**Changing lives through a love of books and reading**

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## 2 Pick some activities from the suggestions below

All these activities support the 6 principles we've identified that encourage children to read for pleasure.



### Being read to regularly

**Share a story** – either use a favourite of yours or share an extract from one or two of our World Book Day £1/€1.50 books. You can access extracts from the books by using the look inside feature on the £1/€1.50 book pages on our **website**.

### Having books at home and school

If it is possible, **include children swapping their £1/€1.50 book tokens** and make this part of the event. You might want to talk to your nearest bookshop to see how you could work together on the event.

### Having a choice in what to read

Make sure you **celebrate what the children want to read**. Include free reading time to ensure that the whole event isn't structured around a single book.

Do they need help choosing from this year's £1/€1.50 books? All our books have activities to introduce them **here**.

### Finding time to read

Invite the group to **share their favourite reading time** with you.

You could ask what they like to read in different scenarios:

- At bedtime.
- After a busy day.
- On holiday.
- While they're eating a snack.



### Having trusted help to find a book

Encourage the group to **recommend their favourite books**. To make this more fun, you could ask everyone to come dressed as their favourite book! You'll find lots of ideas including alternatives to dressing up **here**.

### Making reading FUN!

**Try one of our games** to encourage children to share their favourite books:

#### NEVER HAVE I EVER....

Children take turns trying to find books that haven't been written - for example:

*Never have I ever read a book with a vampire as the main character...*

*Never have I ever read a book set here...*

Award points for categories that no-one can think of a book recommendation for.

#### CHARADES

Children act out a book title. You could ask them to drop their favourite book title into a bowl and then each person pulls out a title to enact.



## 3 Thank everyone for coming

Remind the children they can use their token in exchange for any of the £1/€1.50 titles and wish them a Happy World Book Day.

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# Sample email to journalists

Dear \_\_\_\_\_

World Book Day® 2024 is on Thursday 7th March and [Library name] will be supporting the charity's mission to encourage all children to discover a love of reading and to have access to books. To celebrate World Book Day, we have exciting plans on [date]. We are:

- Hosting an event with children's author \_\_\_\_\_, creator of \_\_\_\_\_  
We expect \_\_\_\_\_ local children to attend
- Visiting \_\_\_\_\_ school or early years setting.
- Running a window display competition.
- Running storytelling events from \_\_\_\_\_
- Inviting the illustrator \_\_\_\_\_ to paint our window.

There will be a photo opportunity on \_\_\_\_\_

For further information please contact \_\_\_\_\_

## About World Book Day®

World Book Day® changes lives through a love of books and reading. Their mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own. Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. They want to see more children, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.

Designated by UNESCO as a worldwide celebration of books and reading, World Book Day is marked in over 100 countries around the globe.

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For more information about World Book Day® and how you can support the charity, visit [www.worldbookday.com](http://www.worldbookday.com)

## Key information about World Book Day 2024 - Read Your Way

- World Book Day is on Thursday 7th March 2024
- World Book Day promotes reading for pleasure, offering every child and young person the opportunity to have a book of their own.
- 50 million World Book Day tokens are distributed via schools, magazines and World Book Day partners
- Children can exchange their £1/€1.50 book token for a £1/€1.50 World Book Day OR use it to get £1/€1.50 off any ANY book or audiobook costing £2.99/€3.99 or more from 15 February to 31 March
- For 1 in 5 children receiving Free School Meals, the World Book Day book is the first book they own (2023 National Literacy Trust, Annual Literacy Survey)
- This year we're championing children's reading choices, encouraging all children to Read Your Way. Every reader is different, and there's no right or wrong way to enjoy reading. We want to help children and young people discover reading on their own terms, and as a hobby.

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## Sample email to schools/early years settings

Dear \_\_\_\_\_

My name is \_\_\_\_\_ and I'm writing to you from \_\_\_\_\_ library. As you're aware, World Book Day® 2024 is on Thursday 7th March. We support the charity in its mission to encourage all children to discover a love of reading and to have access to books. This year we're championing children's reading choices, encouraging all children to Read Your Way. Every reader is different, and there's no right or wrong way to enjoy reading. We want to help children and young people discover reading on their own terms, and as a hobby and would love to collaborate with you and create a special moment for your pupils/the children in your setting. Whether that's:

- Organising a real-life class visit to our library.
- Organising a virtual library visit for your school or early years setting.
- A librarian visit to host an assembly.
- Organising a pop-up library at your school or early years setting.
- Co-hosting an author visit.
- Your ideas!

Please let us know the best person in your team to speak with and thank you for all you do to support children on their reading journey.



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# Book recommendation spinner game



Cut out the spinner above and put a pencil through the hole in the middle.

## Ways to play

In pairs spin the spinner and take turns to recommend books

## Extra challenge for booksellers, librarians or teachers

If you want to make it even more of a challenge add a dice challenge for the list of categories below alongside the spinner

- 1 By an author I haven't heard of
- 2 That you've read in the last year
- 3 With illustrations
- 4 About.... (player chooses)
- 5 Genre (player chooses)
- 6 Player's challenge

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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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SWAP YOUR WORLD BOOK DAY®BOOK TOKEN FOR A FREE WORLD BOOK DAY £1/€1.50 BOOK!



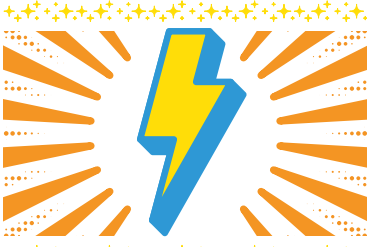
THE WORLD BOOK DAY BOOK I CHOOSE TO READ IS

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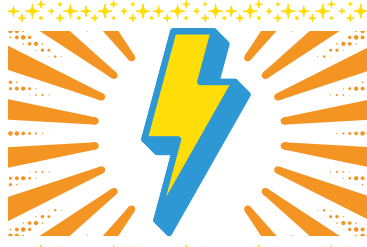
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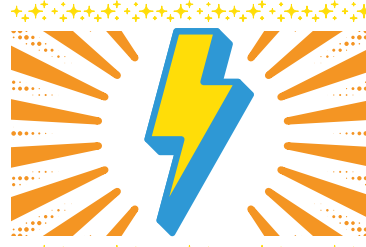
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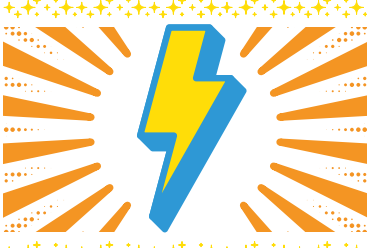
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# World Book Day

## 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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