

Running a **World Book Day[®]** 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://www.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 audio books in the car or only read at the weekends supports the READ YOUR WAY message.

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.

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.

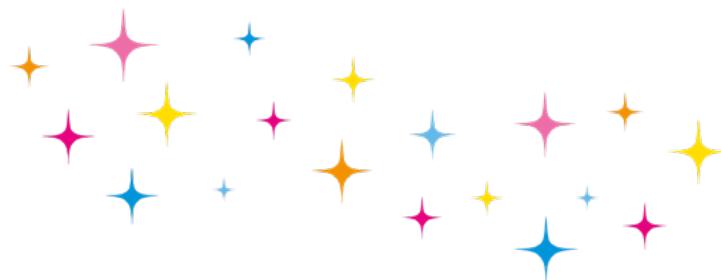
Do they need help choosing from this year's £1/€1.50 books? All our books have activities to introduce them [here](#).

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.