



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/ from December

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.



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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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