

WORLD
**BOOK
DAY**



World Book Day 2025

Communications Toolkit

READ YOUR WAY

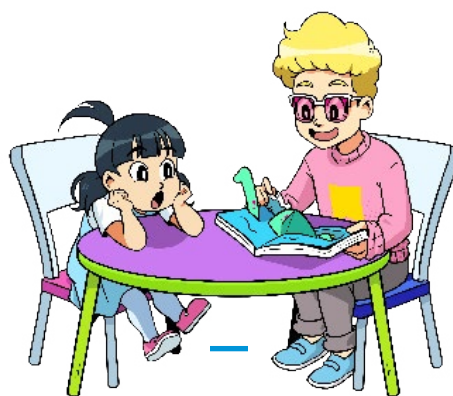
6 March 2025

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Our mission:

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

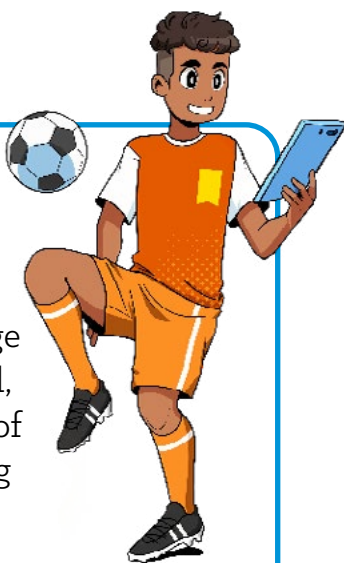
“It helped me because I used to dislike reading but when World Book Day happened I LOVED IT!”



World Book Day improves children's life chances

particularly those growing up in disadvantage and inequality - by encouraging reading for pleasure.

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.



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

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World Book Day 2025: Read Your Way

In 2025, our annual reading for pleasure campaign is putting children's voices first.

Our research shows that children feel reading is something they have to do, rather than something they choose to do.

World Book Day 2025 is calling on everyone to Read Your Way:

- let go of pressure and expectations
- give children a choice - and a chance - to enjoy reading.

You're invited to get involved!

- **If you are a charity or not-for-profit organisation** [watch our webinar](#) to find out more about World Book Day 2025 and what's behind the **Read Your Way** message.
- **Help us spread the Read Your Way message** – how can you and your organisation demonstrate how to Read Your Way? Some suggested copy is on [page 5](#).
- **Use #worldbookday and #readyourway on your social channels** to share how your events and activities support the 6 principles of reading for pleasure and encourage children to read their way.
- **Add your World Book Day events to our map** and showcase your activities and resources on our [Activity Bank](#).
- **Support children to choose their own book, for free** by sharing information about the £1/€1.50 book tokens and [World Book Day books](#) (available from 13 February - 23 March).



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Campaign assets

You are welcome to use World Book Day's assets in accordance with our brand guidelines. For Charities and Not-for-Profits please also read 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 2025 assets folder](#), you will find:

- 'Celebrating with' World Book Day logo
- World Book Day 2025 illustrations from Vivian Truong plus Vivian's copyright logo
- Social media assets
- World Book Day 2025 brand guidelines
- World Book Day 2025 £1/€1.50 book jackets

Find free celebration materials and supporting activities at
worldbookday.com/celebrate-world-book-day



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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 2025 is on Thursday 6 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 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

Thank you for your support!