

WORLD
BOOK
DAY

1 MARCH 2018

SHARE A STORY

on WORLD BOOK DAY

SPONSORED BY

NATIONAL
BOOK
tokens

*Source: Read On. Get On **Source: Confederation of British Industry

How YOUR business can get involved in our buzz about books and reading on World Book Day (1 March 2018)

- If every child left primary school with the reading skills they need, our economy could be **£30 billion+ bigger by 2025***
- **37%** of employers are dissatisfied with young people's literacy skills and use of English**
- **40%** or more employers are providing remedial literacy and basic skills support to school and college leavers**
- In the UK's most deprived areas, up to **35%** of the adult population lack the literacy skills expected of an 11-year-old**

Help us to break this cycle of disadvantage to give fair life chances to all young people, regardless of their background



JOIN OUR CAMPAIGN TO GET THE NATION SHARING STORIES



TAKE 10

reading to a child for only 10 minutes a day can make a crucial difference. Encourage staff to start this habit now, if they don't already

Join the BIG READ

hold an internal celebration

USE YOUR intranet

to promote World Book Day to staff – what it is, why celebrate, 2018's FREE £1 books and encourage them to visit their local bookshop to redeem their child's £1 book token

invite your LOCAL BOOKSHOP

OR run a pop-up bookshop for the day

OR even consider making office staff leave on time so they can get home in time for the bedtime story

It's FREE!

Please feel free to use or adapt these ideas to the needs of your business and be creative!

To find out more or share your thoughts, ideas and plans email: emmapritchardwbd@gmail.com

worldbookday.com

Celebrate stories. Love reading.

#worldbookday