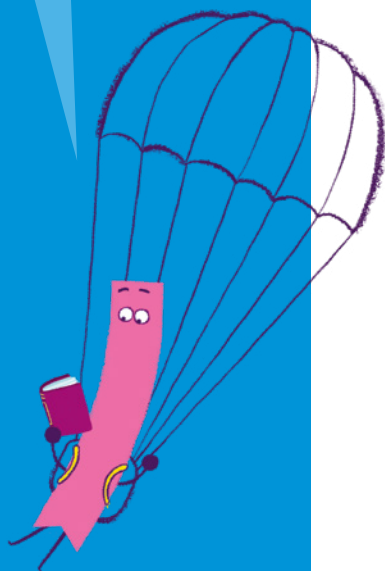


WORLD BOOK DAY

4 MARCH 2021

World Book Day gives every child in the UK & Ireland the opportunity to have a book of their very own (sometimes their first).



Spending just 10 minutes a day reading with a child makes a big difference to their future success.



Illustration by Rob Biddulph

World Book Day 4 March 2021

Your guide to what we do and how your help makes a difference.

As a charity, World Book Day changes lives through a love of books and shared reading. We offer every child and young person the opportunity to have a book of their own (sometimes their first) during World Book Day week and all year round.

In 2021, World Book Day, just like everything else, will be different. Right now we're not sure what restrictions will be during the World Book Day period, so we're adapting to make sure that World Book Day sends a powerful and positive message about books and reading, even in lockdown.



World Book Day exists because . . .

Reading for pleasure is the single biggest indicator of a child's future success, more than family circumstances, parents' educational background or income.

ORGANISATION FOR ECONOMIC CO-OPERATION & DEVELOPMENT

1 in 7 children, and 3 in 10 children receiving free school meals, said that the book they 'bought' with their World Book Day book token had been their first book of their own.

SOURCE: NLT ANNUAL LITERACY SURVEY, 2019

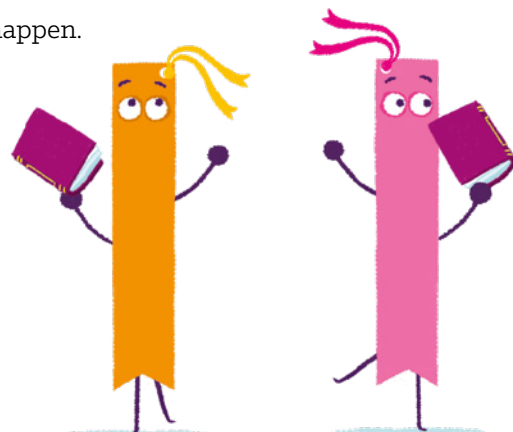
Social inequalities – economic and educational – have become more exposed. There is a growing group of children we need to reach, because no child should be without a book or miss out on shared reading.

With your help we can deliver some exciting plans for World Book Day 2021, to encourage families to spend just **10 minutes a day reading with a child** - to make a big difference to their future success and discover reading for pleasure! World Book Day makes books and reading a fun part of every child's day.

Every year, you help us make World Book Day happen.

Thank you,

Cassie Chadderton,
Chief Executive, World Book Day



Changing lives through a love of books and shared reading.

World Book Day is a registered charity funded by publishers and booksellers in the UK & Ireland.

SPONSORED BY

NATIONAL
BOOK
tokens

'It was absolutely the best day of my life! Of my life!'

UNDERSTANDING THE IMPACT OF WORLD BOOK DAY, INTERIM REPORT, NLT AND WORLD BOOK DAY

How World Book day works . . .

- Every year we distribute over **30 million £1 book tokens** for children & young people to exchange for one of these **brilliant books for FREE** or £1 off another book (worth £2.99 or more).
- We encourage **EVERYONE** to celebrate books and reading for pleasure whether that's at school or at home.
- **EVERY** child in the UK & Ireland can pick one of these **brilliant books to keep**.



There is an additional £1 Welsh-language book available only in Wales. Find out more at worldbookday.com/about-us/world-book-day-wales/

Use your book token to get one of these brilliant books for **FREE!**

- This year, families can use the £1 token when they collect essential shopping OR hold on to it to use later.
- Find World Book Day's £1 books in major supermarkets and bookshop chains. High street bookshops may be open for click and collect.
- Children can use the 'Look Insides' on our website to choose their £1 book.
- Bookshops are offering new ways to make the £1 books available, even in lockdown.
- Booksellers will honour the tokens beyond the 28 March (while stocks last) and many are planning to welcome families to World Book Day events later in the spring.

To find out more please read our FAQs at

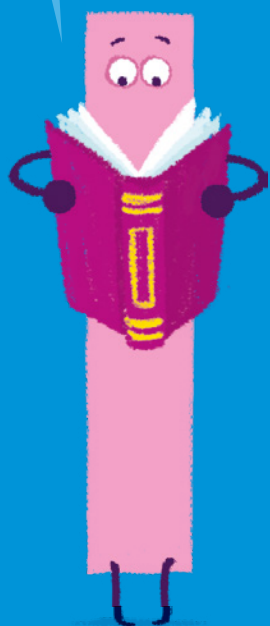
worldbookday.com/about-us/frequently-asked-questions/

How you can help make World Book Day happen.

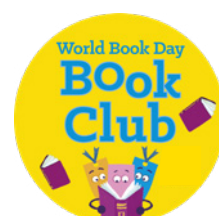
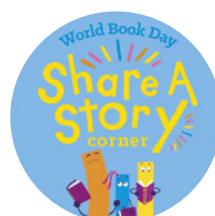
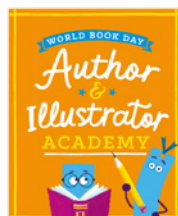


'World Book Day made me want to move out of my comfort zone and try reading things I have never wanted to read before.'

- 'EXPLORING THE IMPACT OF WORLD BOOK DAY' - NATIONAL LITERACY TRUST AND WORLD BOOK DAY



- **ENCOURAGE** your staff, authors & illustrators, not just in the children's sector, to champion reading for pleasure on social media. Digital assets and messaging can all be found in our World Book Day 2021 digital assets [Dropbox](#).
- **JOIN IN** with 'Show Your Shares' on social media, celebrating the joy of reading together with images of everyone sharing reading and stories. Please use [#worldbookday](#) and tag us [@WorldBookDayUK](#)
- **HELP US** change lives by fundraising for World Book Day. Every penny counts so please consider running a fundraising event in March (or at any time of the year!). For fundraising ideas including our exclusive t-shirts designed by World Book Day illustrator Rob Biddulph and our brand new pin badges, visit worldbookday.com/fundraising
- **SHARE** World Book Day's online celebration (see below). Our website is packed with brilliant resources for all ages to help celebrate reading for pleasure all year round.



- **Share A Story Live (3-5th March)** – our exciting digital events programme, beaming our £1 authors & illustrators into classrooms: worldbookday.com/events
- **World Book Day Author & Illustrator Academy** – each pre-recorded 'lesson' includes downloadable related activities for each lesson: worldbookday.com/online-masterclasses/
- **Share A Story Corner** – video stories and fun activities perfect for younger children and their families to enjoy together: worldbookday.com/share-a-story-corner
- **World Book Day Book Club** – a new online reading community launching in March: worldbookday.com/bookclub
- **FREE audiobooks for World Book Day month** – encourage all readers, regardless of ability, to share the incredible world of stories with our brand new selection of brilliant audiobooks: worldbookday.com/world-of-stories/
- **Reading recommendations** – brand new hub full of reading suggestions to help children discover their next read: worldbookday.com/reading-recommendations

'World Book Day always makes me appreciate books.'

- 'EXPLORING THE IMPACT OF WORLD BOOK DAY' - NATIONAL LITERACY TRUST AND WORLD BOOK DAY



For all this and more, visit worldbookday.com

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