

WORLD
BOOK
DAY®

3 MARCH 2022

25 YEARS

GUIDE
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Nurseries guide to World Book Day 2022



Find out more about these amazing **£1/€1.50 books** and enjoy our **'Look Inside'** previews at worldbookday.com/books

Discover all you need to know inside:

For Organisers

- **World Book Day— Our Approach**
Check out our [6 elements](#) that support a child to read for pleasure.
- **Plan your activities**
Useful [activity ideas](#) for nursery room leaders this World Book Day
- **Planning World Book Day 2022**
Our [handy checklist](#) and resources will help you prepare for World Book Day 2022 in your setting.
- **Celebrate reading for pleasure**
Explore our selection of fun [World Book Day resources](#) and activities.
- **Engage your families**
Supporting you to [engage your parents and caregivers](#).
- **Raising money, raising readers**
[Fundraising ideas](#) to help us change lives through reading.



For Practitioners

- **Plan your activities**
Useful [activity ideas](#) for nursery room leaders this World Book Day
- **The night before plan**
Short of time? Our [quick suggestions](#) will help keep your celebrations reading-for-pleasure-focused.

For more ideas, visit worldbookday.com.

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Changing lives through a love of books and shared reading.

World Book Day® is a registered charity sponsored by National Book Tokens

Illustration
Allen Fatimaharan

Hello and welcome to this year's guide to

World Book Day

3rd March 2022

Just ten minutes of sharing stories daily makes a huge difference to a child's future success.

This year we are celebrating our **25th Birthday** and we hope you will join the fun and celebrate with us!

As a charity, World Book Day changes lives through a love of books and shared reading, and brings books to the children who need them most. This year promises to be extra special as we celebrate 25 years of bringing a love of reading to children and young people.

You Are a Reader

Our research has identified **6 elements** which support a child reading for pleasure:

1	Being read to regularly
2	Having books at home and school
3	Finding time to read
4	Having trusted help to find a book
5	Giving children a choice in what to read
6	Making reading FUN

Find out how you can promote our reading for pleasure elements with our [25 Ways to Celebrate World Book Day ideas](#).

You make it happen!

As we celebrate turning 25 we also look to the future and to develop a culture of reading for pleasure for future generations. It's vital that together, we use World Book Day to **encourage even more children to be readers** – because **no child should be without a book or miss out on shared reading**.

Thank you - you make it happen!

World Book Day is a brilliant opportunity for everyone to believe that they are a reader.

Did you know?

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

- Organisation for Economic Co-Operation & Development

Did you know?

Reading for pleasure is at its lowest level since 2005* We want to see more children, particularly those from disadvantaged backgrounds, develop a love of reading for pleasure and the improved life chances this brings them.

- National Literacy Trust Reading Practices in Lockdown, 2020

Planning World Book Day 2022

To Do List

A suggested **checklist** to help you plan and prepare for World Book Day 2022:



- BOOST** your childrens' enthusiasm for choosing their £1/€1.50 books themselves by showing them our exciting 'Look Insides' at worldbookday.com/books
- FIND OUT** [how the £1/€1.50 book token for £1/€1.50 books exchange works here.](#) Every year, we work with publishers to produce 12 new and exclusive £1/€1.50 books for children. These publishers and participating booksellers take on the costs of creating and distributing the books. Your £1/€1.50 book tokens will be with you by early February ready to hand out to children. Children can either swap their token for one of the new, exclusive World Book Day books OR get £1/€1.50 off any book or audiobook costing £2.99/€3.99 or more in bookshops and supermarkets (**redemption period 17 February - 27 March 2022.**)
- CONNECT** with your local bookseller. Booksellers can create a great experience for your children in their shop or you can work with them to bring the £1/€1.50 token and book exchange closer to your setting. Your local bookseller might be on a high street or could be a supermarket. Asda, Morrisons, Sainsbury's and Tesco all stock the £1/€1.50 books. You can also find your nearest bookseller at booksaremybag.com
- LINK UP** with local libraries - connect with your local library to find out about their World Book Day plans, as well as encouraging children and their families to join to use their amazing free services. Find yours at: **UK:** gov.uk/local-library-services
Ireland: librariesireland.ie
- PLAN** fundraising activities for your setting - every £1/€1.50 raised helps us to bring books to the children and young people who need them most. You'll find plenty of ideas in our fundraising section at worldbookday.com/fundraising
- SHARE** our [practitioner resources](#) with your team and start planning your World Book Day activities.
- ENGAGE** your wider community using our helpful resources on how to communicate with parents and caregivers.
- DOWNLOAD** your [World Book Day party resources](#).
- TAKE A LOOK** at the fantastic World Book Day events and resources put together by our partners launching mid-February.
- CHECK OUT** [Authors Aloud](#) and [Authors Abroad](#) for additional ideas on including authors and illustrators in your World Book Day celebrations. Your local bookshop may also be able to help co-ordinate author events and many authors can be approached directly.



worldbookday.com/resources-to-celebrate-world-book-day

Let's celebrate Reading for Pleasure

Reading and sharing books is for everyone, every day. Don't miss our selection of fun World Book Day resources and activities for children of all ages, everywhere:



Reading Recommendations Hub

- Our reading recommendations hub covers a huge variety of topics and genres for all ages: worldbookday.com/reading-recommendations
- Designed to curate an enormous and diverse selection of authors and illustrators to give you further recommendations to expand children's reading range. From poetry to graphic novels, non-fiction to books to encourage empathy, there's something for everyone.

Share A Story Corner

- For beginning and early readers, our **Share A Story Corner** develops confidence in reading together.
- Watch a selection of delightful new books brought to life with **animated videos** including *Supertato* by Sue Hendra and Paul Linnet, *Ruby's Worry* by Tom Percival and *Ravi's Roar* by Tom Percival. You can also enjoy the fun downloadable activities available for every story. worldbookday.com/share-a-story-corner



FREE Amazing Audiobooks for all ages

- A brand-new selection of FREE audiobooks will be available for World Book Day 2022.
- Use audiobooks to bring life and depth to children's reading experience, to encourage all readers, regardless of ability, to access and share the incredible world of stories.
- Available from worldbookday.com/world-of-stories from **7th February – 31st March 2022**.



Supporting you to Engage your wider nursery community

Children’s caregivers play a crucial role in supporting children choosing to read for fun. We know that lots of you use World Book Day as an opportunity to connect home and setting reading so we’ve created some resources to help.

1 An **invitation to the setting** – make connections with home by inviting caregivers to share stories with your children in a way that you choose.

2 A **letter you could share with the £1/€1.50 token** with some light touch information about why reading with your children is important. The letter explains how the £1 token and £1/€1.50 book exchange works and where to find your local bookseller.

3 A **family pack** – some more detailed information plus some story sharing games and activities to try at home.

4 Some information about **sharing stories** with your children linked to our **Share a Story Corner** video books.



All of the above can be found on our **Schools and Nurseries hub** at worldbookday.com/schoolsandnurseries.



Our **Family Hub** is a great place for parents and carers to find fun videos, activities, book recommendations and much more: worldbookday.com/families

Let us know if there’s anything else you would like to share with parents by emailing us at hi@worldbookday.com



Raising money, raising readers

World Book Day fundraising

World Book Day changes lives through a love of books and shared reading.

Our vision is to see more children, from all backgrounds, developing a life-long habit of reading for pleasure and benefitting from the improved life chances this brings them.

By making a donation or raising funds for World Book Day, you can help us **change lives through a love of books and shared reading.**

Your donation can change lives:

- £1/€1.50 gives 1 child a book of their own
- £10/€15.00 gives 10 children a book of their own

The funds you raise help us to:

- **Give every child a book of their own**

A donation of £1/€1.50 helps us to get £1/€1.50 book tokens and books to children across the UK and Ireland. For 1 in 5 children receiving free school meals the World Book Day £1/€1.50 book is the first they have had of their own.**

- **Encourage children to read for pleasure**

By making books fun and accessible for everyone, we transform attitudes to reading encouraging more families, particularly those from disadvantaged backgrounds, to enjoy books together.

- **Ensure access to books for every child**

Working with local communities, booksellers, libraries and charity partners we deliver exciting activities to encourage reading and get books to the children and young people who need them most.

Did you know?

In the UK, nearly 400,000 children don't have a book of their own. Having access to books and developing a love of reading for pleasure is vital for a child's future.



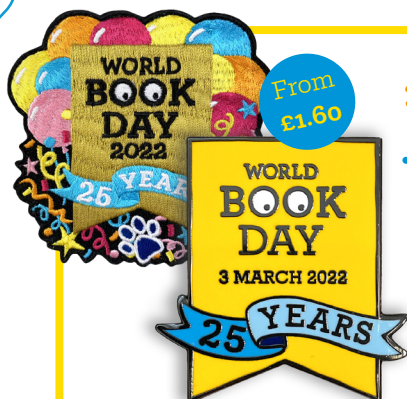
Download your free fundraising guide at
worldbookday.com/fundraising

How YOU can help:

3 easy ways to fundraise

1. THROW a World Book Day party

- Join our 25th birthday celebrations by hosting a party! Ask everyone to donate £1/€1.50 and invite them to dress up as their favourite book characters. Provide lots of book chat, refreshments, and some music (check out [MC Grammar's brilliant World Book Day song](#)). Or hold a book bingo challenge, book swap, or book scavenger hunt! [Download your fundraising pack](#) for posters and [invites](#), [bunting](#), [cake toppers](#) and more.



2. BUY a World Book Day badge

- Our exclusive [World Book Day badges](#) made by the Pawprint Family are perfect incentives and prizes for encouraging reading and sharing stories. A contribution from every badge sold goes directly to World Book Day, helping us to give more children access to books. The badges also make great keepsakes for a lasting memory of our 25th anniversary!

Download the [free Pawprint activity packs](#) and [BUY THE BADGES](#) at [pawprintfamily.com](#)

Win prizes for your library

All nurseries who fundraise will be entered in our competition to win a fantastic prize for your library! **The prize includes a soft seating campfire set, a book bundle and £250/€300 of National Book Tokens.**



3. WEAR World Book Day clothing

- Show the world you love books and reading with a [World Book Day t-shirt](#) or sweatshirt featuring stunning illustrations from the brilliant [Allen Fatimaharan](#) (World Book Day's official 2022 illustrator). Money from every sale supports our work changing lives through books and reading.
- The t-shirts are available to buy from [goodstitch.org.uk](#).*



To donate any funds you have raised, please get in touch at hi@worldbookday.com or visit [worldbookday.com/fundraising](#).

Every £1 raised goes towards giving a child a book of their own, so no fundraising event is too small!

Download your free fundraising guide at [worldbookday.com/fundraising](#)

Proudly introducing our 2022 £1/€1.50 books



We want every child to believe that they are a reader. This World Book Day, children have a choice of brilliant stories to choose from, depending on what catches their eye and appeals to their interests, with something for every kind of reader.



To find out more about the [£1/€1.50 books](#) and enjoy our book previews, please click on the 'Look Inside' links below.



Look inside



Look inside



Look inside

Please make sure you give book tokens out to all children as soon as possible.

World Book Daybook tokens will be valid from **Thursday 17 February – Sunday 27 March 2022**.

WIN A MAGICAL FAMILY TRIP TO LONDON!

Encourage families to enter our amazing competition to celebrate the **25th anniversary of *Harry Potter and the Philosopher's Stone*** with a magical Harry Potter themed prize, which includes a trip to London to visit the Warner Bros. Studio Tour London, the Harry Potter Photographic Exhibition and Harry Potter and the Cursed Child. The lucky winner will also receive:

- **Travel expenses**
- **3 nights in a hotel in London**
- **£500 spending money**

...and of course plenty of Harry Potter book goodies.



What to read after my £1/€1.50 book?

Encourage children to discover new books by using these prompts to recommend their next read:



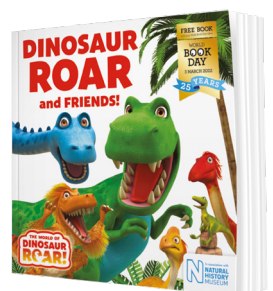
What are your favourite things to play?

What are your favourite things to watch on TV?

Have you got a favourite bedtime story?



Help your children choose their £1/€1.50 book by giving them a taster of what they are about through their play. Pair the activities with pictures of the book cover or a copy of the book.



In the garden	In your tuff tray	In your creative area	In group time
Work together to create an outdoor reading area and share stories together in it.	Put out your dolls and pieces of fabric – offer other materials too to help the children dress the doll as their favourite character or recreate moments from their favourite books.	Offer a range of materials for the children to make their own World Book Day badges or books.	Make up a story all together using your children's favourite characters.
Explore different ways to create dinosaur footprints – you could use things you find or explore pressing different materials into the soil or sand.	Hide dinosaurs in sand for the children to find. Older children might enjoy matching the models to named dinosaur pictures.	Offer a range of materials for children to explore creating dinosaurs or dinosaur costumes.	Explore moving like dinosaurs – you could play a version of Simon Says and include the different names of dinosaur to invite the children to create the actions.
Offer exploratory materials (magnifying glasses, binoculars etc) and ask the children 'What would you like to learn about the world today?'	Create a landscape that needs cleaning up. You could use coloured rice or fabric to make land and sea and include some wildlife. Then add plastics and other 'rubbish' that the children have to clean.	Offer materials to make placards for things the children want to change or for them to make their own rules.	Adapt a welcome song to include the children's dreams/future ambitions.

For Practitioners:

The night before plan

We know that sometimes there's no time to plan until the night before World Book Day, so here are a few quick ideas that can be put together in no time:

- 1 A BIG WORLD BOOK DAY WELCOME**
 At drop off ask the parents what their child's favourite book is at the moment – you could record these on tags as they arrive and either attach to the books themselves or to pictures of the children on a display.
- 2 START THE DAY WITH A STORY**
 Share one of our lovely Share a Story Corner book videos with the children:
worldbookday.com/share-a-story-corner
- 3 PLAY THE WORLD BOOK DAY SONG** by [MC Grammar](#) to get children excited about the day.
- 4 BRING YOUR DRESSING UP RAIL OUT** and get children to [dress up](#) as different characters.
- 5 DECORATE** the classroom with books. Put books into all your learning spaces – invite the children to help – or use our Early Years Book list to help:
worldbookday.com/reading-recommendations/early-years
- 6 ENJOY SOME COSY READING TIME**
 Read a story at lunchtime or while the children are having a snack.
- 7 TAKE** some books into the garden and share them together.
- 8 SHARE THE WORLD BOOK DAY BOOKS** with the children from the website Look Insides – which one would they pick?
- 9 FIND** things to do in our [Early Years Resources](#)



Visit our [Teachers Hub](#) for lots more great reading for pleasure ideas and resources for World Book Day and all year round!

On your bookmarks, get set, draw!

Design a National Book Token competition 2021

It wouldn't be World Book Day without National Book Tokens' **DESIGN A BOOK TOKEN** competition, the annual nationwide contest which encourages children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards!

The winning entrants, their nursery's and their teachers can bag **HUNDREDS of pounds worth of National Book Tokens** – just imagine all those beautiful new books for your school's bookshelves.

A panel of judges will select a winner and runner-up in each of three age categories: **up to 8 years, 9-12 years** and **13-16 years**.

NATIONAL
BOOK
tokens



DESIGN TIPS

Imagine your design is in a bookshop with lots of others – what will make it stand out? How can you make your design really book-y?

FIRST PRIZE

in each age range wins:

- £250 National Book Tokens for the school
- £100 National Book Tokens for the pupil
- £100 National Book Tokens for the teacher

SECOND PRIZE

in each age range wins:

- £150 National Book Tokens for the school
- £50 National Book Tokens for the pupil
- £100 National Book Tokens for the teacher

ONE OVERALL WINNER

will win a **£10/€12 National Book Token** for every child in their class, featuring their winning design.

HOW TO ENTER:

Visit worldbookday.com/competitions/design-a-national-book-token-competition-2022/ for full details. Closing date for entries is Sunday 3rd April 2022.

Celebrating 25 years of changing lives
through a love of books and shared reading.

Happy World Book Day!

Thank you for your support helping us to get books to those who need them most.

For up-to-date information, visit our website and follow our social media channels.

worldbookday.com #worldbookday

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Visit our [Schools/Nurseries Hub](#) for lots more great reading for pleasure ideas and resources for World Book Day and all year round!