

WORLD
**BOOK
DAY**

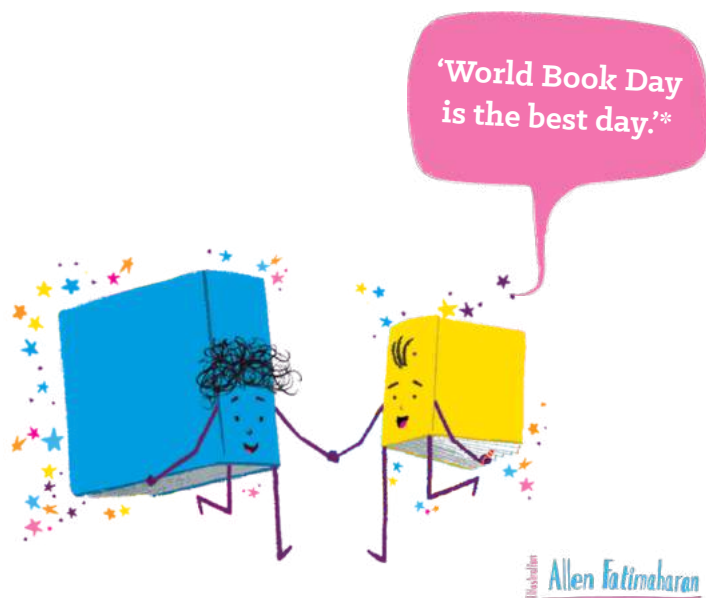
OUR MISSION

**To change lives
through a love of
books and reading.**

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 year-round activities we support families, schools, libraries, bookshops and the wider community to help children love reading.

World Book Day improves children's life chances - particularly those growing up in disadvantage and inequality - by encouraging reading for pleasure.



WHY IS WORLD BOOK DAY NEEDED?

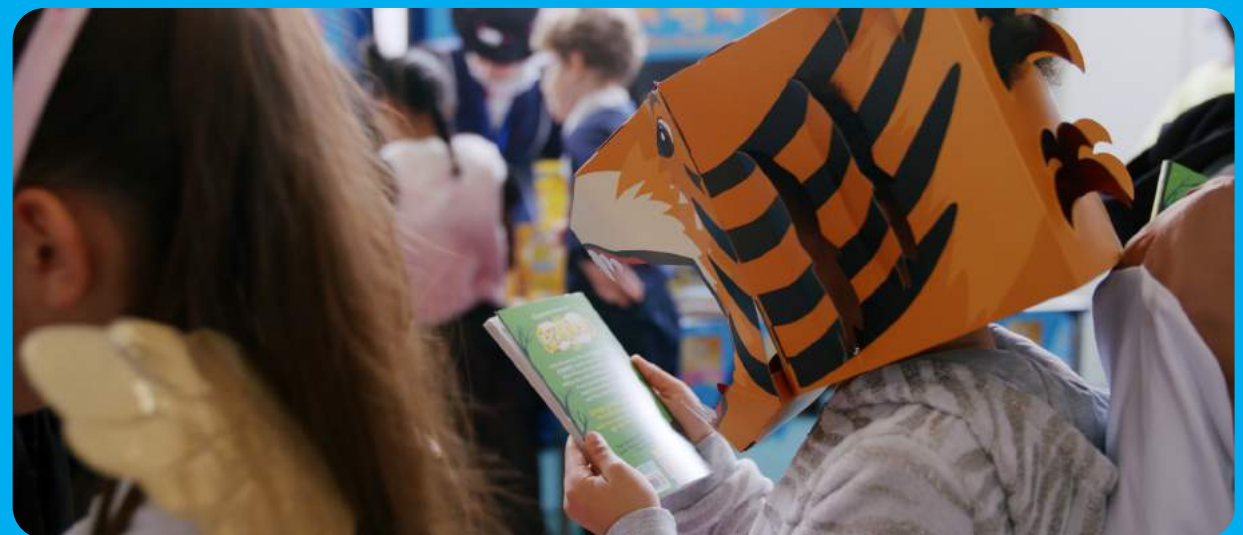
Reading for pleasure is at its lowest level since 2005. Educational and social inequality has deepened. World Book Day promotes reading for pleasure because it improves a child's life chances.

World Book Day is a huge presence in children's lives, and we make a difference:

- **96.9% of children have heard of World Book Day**
- **2 in 3 children (65%) of children took part in a World Book Day event in 2021**
- **55% read more books as a result of World Book Day**

We offer every child and young person the opportunity to have a book of their own – just by visiting a bookshop or supermarket.

- **50m of our £1 tokens are given to children across the country, in 2022 they were swapped for over 2m £1 books.**
- **1 in 5 (18.8%) pupils receiving FSM said that the £1 book they 'bought' with their World Book Day book £1 token had been their first book of their own.**



*Quotes and other data are drawn from a range of sources. Contact World Book Day for more information.

OUR AMBITION

World Book Day is a small charity with a huge brand presence and consumer affection. World Book Day is recognised and celebrated across the UK and Ireland.

We aim to become a significant organisation with enhanced reach and impact, using our enormous popularity to actively reverse declining reading levels.

We want to change from a day's celebration into a movement that creates lifelong readers.

World Book Day can make a long-lasting difference: improving children's life chances through reading.



OUR FOUR GROWTH AREAS

1. **Engagement:** our events and content to inspire and engage more readers.
2. **Communities and diversity:** our work to support life-changing reading habits with children and families experiencing disadvantage and inequality.
3. **Organisational development:** ensuring World Book Day can realise opportunities to make a greater impact.
4. **Supporting the reading and literacy ecology:** working with others to enable longer term reading programmes.



WORK WITH US: TOGETHER WE CAN

- Form an exciting, collaborative brand partnership and distinctive, creative campaigns to reach new generations of children and families.
- Take the enjoyment and love of reading to children where they are with fun, engaging activities.
- Give every child the opportunity to choose and own a book of their own.
- Help reverse the decline in children choosing to read for pleasure.
- Improve life chances for all children particularly those experiencing disadvantage and inequality.

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



2 million

£1/€1.50 books gifted by booksellers & publishers give children 12 exciting books to choose from and own



Digital events enjoyed by over 500k children



#worldbookday trended on Twitter for 2 days with 2.7 million social media impressions



Reception at 10 Downing Street & cross-party support from 136 MPs

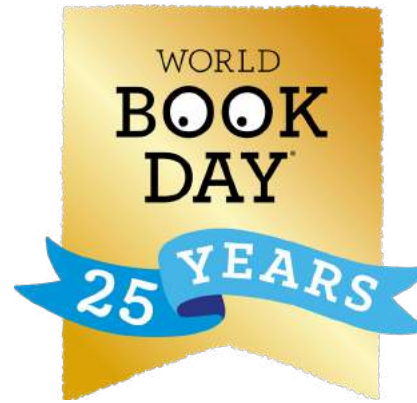
41.5k

£1/€1.50 token packs sent to schools & nurseries



53k

downloads of school & family packs



Our reach and impact

Over 30

children's magazine partnerships showcased the £1 books & £1 token



101k

£1/€1.50 books donated by publishers, McDonald's and the Arts Council given directly to children least likely to have books of their own



HRH Duchess of Cornwall shared the joy of reading to grandchildren in a Daily Mirror feature



Matt Lucas joined The One Show Live studio to discuss the importance of reading



The One Show

World Book Day ambassador MC Grammar's 'Reading is Amazing' song notched up 360k listens



2,700 booksellers & 1,527

libraries joined in with events, displays and activities sharing the joy of reading, choosing & book discovery

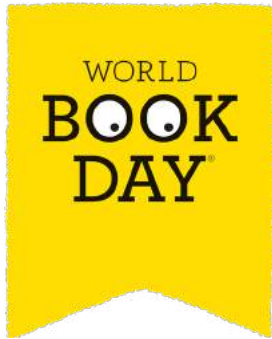


69 million

reach from online/print with broadcast including Steph's Packed Lunch, ITV London, Sky Kids, Heart and Blue Peter



50 million tokens distributed through schools, magazines & partnerships including 5.3 million tokens on Happy Meal® boxes



Work with us

We welcome the opportunity to work with partners who share our commitment to changing lives through a love of books and reading.

Your support will enable World Book Day to improve children's life chances through reading.

World Book Day is a registered trademark. You must have our written consent to use the name 'World Book Day', our logo or any of our artwork assets.

Get in touch with us: hi@worldbookday.com

Ways to work with World Book Day

Fundraise with World Book Day: donate a % of sales to our charity

Licence the World Book Day trademarks and artwork for your activity to promote reading and books on World Book Day

Sponsor an area of World Book Day's work

