

WORLD  
**BOOK  
DAY**

2 MARCH 2023



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tokens

# YOUR GUIDE TO **WORLD BOOK DAY 2023** Early Years Pack

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Find more at [worldbookday.com/  
celebrate-world-book-day](https://worldbookday.com/celebrate-world-book-day)

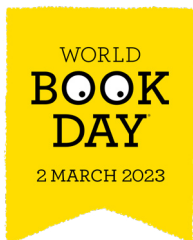


**Changing lives through a love of books and reading**

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

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).

Illustration  
**Allen Fatimaharan**



# Hello and welcome to World Book Day 2023

World Book Day® is a charity that changes lives through a love of books and reading. Our mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

Reading for pleasure is a vital indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. We want to see more children, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.

Celebration activities are a special part of **World Book Day** and this guide suggests **ways to make your celebrations inclusive and fun**, and that everyone - regardless of household income - can feel encouraged to read for pleasure.

## Our approach to supporting children to read for pleasure encourages 6 behaviours:



Being read to regularly

Having books at home and in early years settings

Having a choice in what to read

Finding time to read

Having trusted help to find a book

Making reading FUN!

### Using World Book Day's branding and materials

**World Book Day®** is a registered trademark. As a school/early years setting who has registered to take part you are welcome to use our logo, branding and assets for your own celebrations. You will receive a link to an asset pack, including the beautiful illustrations from our official illustrator **Allen Fatimaharan**.

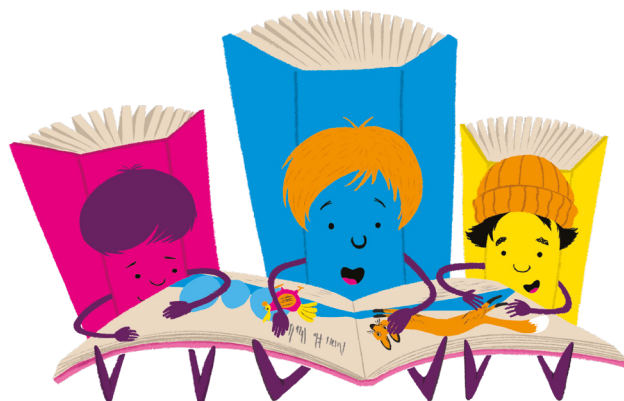
World Book Day's trademark and assets may only be used for fundraising activity in aid of World Book Day.

Click **HERE** for more details

Find out more about Our Approach **HERE**

We hope you have a very happy **World Book Day**!

**Cassie Chadderton**  
Chief Executive, World Book Day



# Your World Book Day 2023

Plan a World Book Day that works for your Early Years community.

## JANUARY

Prepare and plan your World Book Day with your team

### Things to think about:

- Are our children being read to regularly at home and in the setting?
- What access to books do they have at home and in the setting?
- How confident are they in choosing books they like?
- How do we recommend books to children and parents? How do we receive recommendations from children and their families?
- Do we make time for them to read?
- How can we make World Book Day a fun celebration that promotes reading for pleasure to our children and parents/carers?

### Support your planning with:

- This pack
- World Book Day website
- Connect with your local bookseller: Early conversations help your children get the **£1/€1.50 books for free.**

Use our [Activity Bank](#) on page 12 which offers ideas to promote our [6 key reading behaviours](#):



# FEBRUARY

Help children to **CHOOSE BOOKS** and **HAVE BOOKS AT HOME** with a **FREE World Book Day £1/€1.50 book!**

The World Book Day **books** are available from **16 February – 26 March**



Ireland only

Wales only



Swap your book token for a **FREE £1/€1.50 World Book Day book!**



**WIN!**

## WIN A FIERY FAMILY ADVENTURE TO GERMANY!

Encourage families to enter our amazing competition to celebrate the **20th anniversary of Cressida Cowell's *How to Train Your Dragon*** with a truly magical prize which includes a family trip to Soltau, Germany to visit Heide Park, the theme park that is home to an entire land based around *How to Train Your Dragon*.

The lucky winner will also receive:

- Air travel to and from Germany
- A 2-night stay in a themed *How to Train Your Dragon* suite
- A personalised video message from Cressida Cowell
- £100/€120 of National Book Tokens

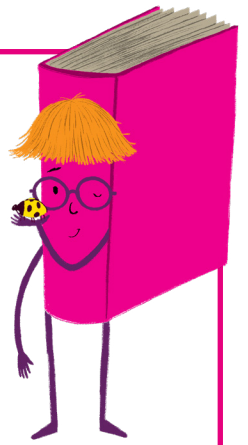
... and of course plenty of *How to Train Your Dragon* goodies!

Explore our **£1/€1.50 book titles** and introductory activities to help children choose one of the World Book Day **£1/€1.50 books**.

The World Book Day **£1/€1.50 book tokens** can be used from **16 February!** Distribute your book tokens early to give your children the best selection of books.

Don't forget your **local bookseller** can help you source books for children in your setting for free. Early conversations make this more possible.



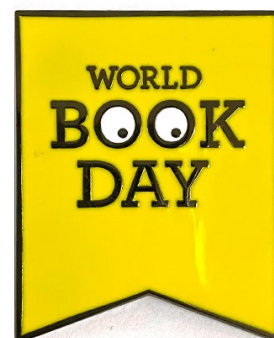
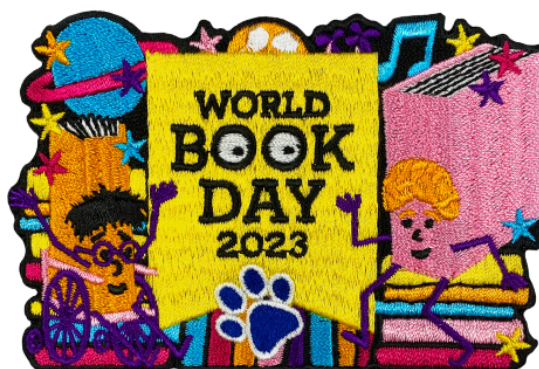
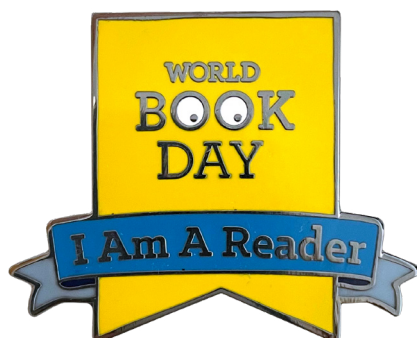


- ☐ Check that your setting has received the World Book Day £1/€1.50 book tokens.
- ☐ Order your braille, audio or large print £1/€1.50 books via Guide Dogs, NCBI, RNIB and Calibre Audio. Visit our [FAQs](#) page for more information.
- ☐ Ensure your World Book Day poster is prominently displayed where parents and children can see it clearly. Additional copies are available to print and download [here](#).
- ☐ Do you have any books written by our authors and illustrators in your setting already? Share these and talk about which ones look the most appealing.
- ☐ Use ideas from our £1/€1.50 [Book Choice Room Set Up](#) on [page 7](#) to make your room a book choice environment on the day or for the week.
- ☐ Read the first page of the book from our [‘Look Inside’](#) previews – ask the children to draw or model in plasticine or playdough what they can hear – follow up with discussion about which one feels like it is a good fit for them.
- ☐ Explore the £1/€1.50 authors’ and illustrators’ websites.
- ☐ Encourage families to exchange the £1/€1.50 book token for a £1/€1.50 book for free at their local bookseller. Find your nearest bookseller [here](#).



## Help children and families READ TOGETHER at home

- ☐ Share your World Book Day plans with parents and carers: download our editable letters and tell everyone what your World Book Day celebrations will look like.
- ☐ Access FREE audiobooks for children to enjoy at home with our [World of Stories](#).
- ☐ [Share A Story Corner](#) can be enjoyed at home and in nursery with easy to follow video stories and accompanying free fun activities.
- ☐ Discover your [local library's](#) World Book Day plans and encourage children and parents to use their amazing [FREE](#) services.
- ☐ Invite children to complete the [Pawprint Family challenges](#) with exclusive World Book Day badges\* available to buy and reward young readers.



[www.worldbookday.com/fundraising/buy-the-badge/](http://www.worldbookday.com/fundraising/buy-the-badge/)

\*A contribution from every badge sold goes directly to World Book Day, helping us to encourage more children to read for pleasure.



# Make your **WORLD BOOK DAY** happen

Whether it's January or the night before - don't worry we've got you!

## BOOK CHOICE ROOM SET UP

| In the garden  | In your home corner/<br>role play area   | In your<br>creative area   |
|--|--|--|
|  <p>Offer exploratory materials (magnifying glasses, binoculars etc.) and invite the children to record the sizes of the things they find. Are they comparing them to their own bodies? Could they make a piece of playdough the same shape? Can they make a drawing that's the same size?</p> |  <p>Offer materials for children that might be connected to bedtime routines – dolls, blankets, toothbrushes, a basket of night time books.</p> |  <p>Offer a range of materials such as wands, hats, badges and masks to decorate for the children to make their own World Book Day costumes.</p> |



## A big WORLD BOOK DAY welcome

### SHARE READING RECOMMENDATIONS

At drop off ask the parents what their child's favourite book is – you could record these on tags as they arrive and either attach them to the books themselves or to pictures of the children on a display.

### Group time



### MAKE READING FUN

Join us and BookTrust for one of our digital events – each 10 minute event, hosted by Waterstones Children's Laureate, **Joseph Coelho**, will include songs, a book reading by one of our authors and an activity. Available from **Monday 27 February** these events will bring World Book Day into your setting. Practitioner planning sheets will be available from early February.



**EVERYDAY ROUTINE** with Joe Wicks and *Bedtime for the Burpee Bears* is a special event for Early Years children developed in partnership with BookTrust.



Filmed at Willesden Green Library in Brent and introduced by

Waterstones Children's Laureate Joseph Coelho.

You will:

- Enjoy stories from Joe Wicks and Joseph Coelho
- Join in with Joe Wicks and get active
- Share rhymes and songs

Our practitioner guide will be available in early February and the event will be available from 27 February 2023.

Don't forget, your children can get *Bedtime for The Burpee Bears* for free with your World Book Day book £1/€1.50 book token.

**EVERYDAY ADVENTURE** is a special Early Years event with Sophy Henn exploring her book *Lifesize Creepy Crawlies*, and developed in partnership with BookTrust.

Filmed at Huyton Library, Knowsley and introduced by Waterstones Children's Laureate Joseph Coelho.

You will:

- Explore poems and books with Joseph Coelho and Sophy Henn
- Join Sophy Henn on a creepy crawly bug hunt
- Share rhymes and songs

Our practitioner guide will be available in early February and the event will be available from 27 February 2023.

Don't forget, your children can get *Lifesize Creepy Crawlies* for free with your



World Book Day £1/€1.50 book token.

**EVERYDAY FUN** is a special Early Years event with Tom Percival exploring his book *Billy's Bravery* and developed in partnership with BookTrust.



Filmed at The Campus, Weston-super-Mare and developed in partnership with BookTrust, this event is introduced by Waterstones Children's Laureate Joseph Coelho. You will:

- Enjoy stories and poems from Joseph Coelho and Tom Percival
- Draw along with Tom and find inspiration for your own drawings
- Share rhymes and songs

Our practitioner guide will be available in early February and the event will be available from 27 February 2023.

Don't forget, your children can get *Billy's Bravery* for free with your World Book Day £1/€1.50 book token.



## In the book corner

### SUPPORT CHOOSING

Use our £1/€1.50 book [‘Look Insides’](#) to share the beginnings of the £1/€1.50 books with your children.

## Use our activity bank to create your World Book Day

Use our [Activity Bank](#) to find the perfect activity to support your children and their families to engage with World Book Day.

## Enjoy some cosy reading time

### MAKE TIME TO READ

Snuggle up and watch one of the video stories in our [Share A Story Corner](#) with family favourites including [Bee & Me by Alison Jay](#), [Ruby’s Worry by Tom Percival](#), [Dear Zoo by Rob Campbell](#) and more. Or take a look at our [Book Recommendations](#) to complement your activity areas.

## At the end of the day

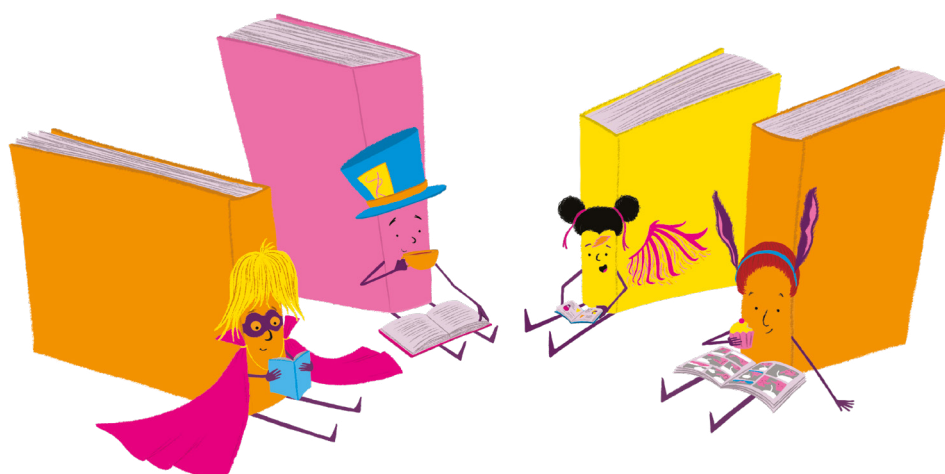
### ACCESS TO BOOKS

If you haven’t already - give out the £1 /€1.50 World Book Day book token to every child. Explain to parents [how to redeem the £1/€1.50 book token](#) to get a free £1/€1.50 World Book Day book and where they can [find their nearest participating retailer](#).

## Home time

### SHARE BOOKS

Host a bedtime story for children and their parents – why not invite your local bookseller along to bring the £1/€1.50 books so children can exchange their book tokens?



# Happy **WORLD BOOK DAY**

## 2nd March 2023



### Share your celebrations!

We hope you have a **FANTASTIC** reading day.  
We can't wait to see what you get up to.

This year if you tag us in social media posts from your setting, we will assume you have the relevant permissions and share through our own channels.



### Your **WORLD BOOK DAY** all year round

#### Help children to keep reading for fun with our resources:

- [Share a Story Corner](#) is perfect for sharing reading together, with easy-to-follow stories and accompanying fun activities.
- Visit our [Early Years Hub](#) for lots more great reading for pleasure ideas and resources.

Keep an eye out for our Practitioner survey – this year we will be holding some focus groups to help us understand how World Book Day can support your Reading for Pleasure culture.



### Get planning for next year!

Run a review with staff and parents to find out how your World Book Day went – and what you can do next.



**THANK YOU** for your support to change lives through books and reading.



# Fundraising

Could your setting support children who don't have access to books at home?



In the UK, nearly 400,000 children don't have a book of their own. By making a donation or raising funds for **World Book Day**, you can help us change lives through a love of books and reading.

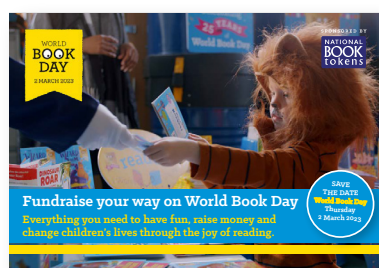
## The funds you raise help us to:

- Give every child a book of their own.
- Encourage children to read for pleasure.

## Last year your donations enabled us to:

- Create World Book Day festivals with libraries, food banks and community centres in areas of low literacy and high deprivation.
- Give books to every prison for parents to gift to children in visiting hours.

If your early years community would like to fundraise on World Book Day you can download your fundraising guide at [worldbookday.com/fundraising](http://worldbookday.com/fundraising)



Fundraising days can exclude some children, making it clear who has money and who does not.

If you choose to fundraise, see our pack for tips on making it an inclusive experience for all.

Every amount raised - no matter how much - can make a big difference.



# Your World Book Day

## Activity Bank

Celebration activities are a special part of **World Book Day**. There are lots of fun, inclusive activities to encourage reading for pleasure and make sure all children and their families and carers can enjoy **World Book Day**.

Here are some ideas for social and shared experiences that all children can take part in.

### FOR CHILDREN

#### Being read to regularly

##### Read aloud selector

Challenge your children to be creative and transform a wooden spoon into a chosen book from home or your setting.

Place the spoons in a jar and use to choose read alouds throughout the day.

##### Share extracts as tasters

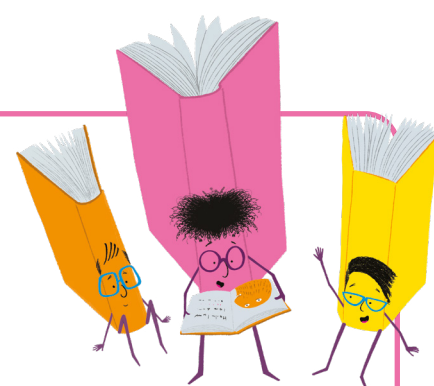
Use our £1/€1.50 book '**Look Insides**' to get some tasters.

##### Invite parents into story time

Showing is better than telling – host a cosy story sharing event for parents and children to engage with reading together.

##### Focus on the habit

Ask children to come in pyjamas or comfy clothes and bring their favourite bedtime reading. Share the benefits of reading as a home activity - and the children can get recommendations from their friends!



#### Access to books at home

##### World Book Day's £1/€1.50 books

Giving children the opportunity to choose and own a book of their own is at the heart of World Book Day.

Connect with your local bookseller: early conversations can help your children get the £1/€1.50 books for free.

Bookshops are brilliant places to discover reading. They can create a great experience for your children in their shop or you can work with them to bring the £1/€1.50 book token and £1/€1.50 book exchange closer to your setting, and create a relationship that can go on beyond World Book Day.

Click [HERE](#) to find out more.

Book fairs are a great way to bring the excitement and joy of choosing books closer to children. If a book fair is visiting your setting for World Book Day please ensure the £1/€1.50 books are available so that all children can have the experience of choosing and owning a book – for FREE.

Please talk to us about ways to do this [wbd@education.co.uk](mailto:wbd@education.co.uk)





## FOR CHILDREN

## Children to choose what they want to read

Invite parents in for a 'choose tonight's bedtime story' activity. Model supporting children to choose based on family interests and offer tips about how to share, or better still show them with your own bedtime story at the end of the event.

## Having trusted adults and peers sharing and recommending books

**Dressing up**

A popular way to encourage children (particularly reluctant readers) to engage with reading, to swap reading recommendations and to celebrate what children are reading at home.

**Tips to make dressing up inclusive and a way to celebrate children's book choices:**

- Just 3 items: can children create a character or book from just 3 items from home or setting?
- Does your letter to parents focus on the child's choice of book?
- A rail stocked with various hats, capes, coats and tails can provide key elements of costume to support children's understanding of character across the year. Host a costume swap, or parents might be able to help source costumes.
- Provide options for children who prefer non-fiction – offer options to share favourite facts or be the author using costumes or props.

**Offer alternatives**

- Make badges.
- Customise t-shirts.
- Dress up a lifesize drawing - draw round the children on wallpaper and invite them to create themselves as a character. Display the finished characters in a gallery for the others to explore or even invite parents to look at what you've created.

If your setting is dressing up, celebrate choice (avoid giving prizes for best costume, which can exclude some children)



## Time to read

**Help embed reading into everyone's day:**

Try our [Time to read](#) resource in partnership with Pawprint.

**Make reading part of non-curriculum time**

Create a cosy reading space – it could even feature special guests. A pop-up will make it more compelling.

Find more fun activities at  
[worldbookday.com/celebrate-world-book-day](http://worldbookday.com/celebrate-world-book-day)

## FOR STAFF

## Being read to regularly

**Host a real or virtual visit to a bookseller to support staff in finding books for the setting.**

**Share a story at the beginning of every staff meeting.**

## Access to books at home

**Review policies and spaces around children's access to the books in your setting**

Are staff able to promote to both children and parents?

**Find your local bookshop [HERE](#). Discuss possibilities for engaging with them.**

## Children to choose what they want to read

**Invite staff to reflect on their reading identities and preferences**

How can these be meaningfully shared with children?

**Have a holiday reading shelf in the staff room**

Do you know what your parents' reading preferences are?

How can this be brought into the setting?

## Having trusted adults and peers sharing and recommending books

**Create a shared list of where you find good book recommendations. Here are some to get you started:**

*BookTrust | National Literacy Trust | Centre for Literacy in Primary Education*

*Open University | Local bookshop | Library*

**Dressing up**

Children love seeing their teachers engaging with this very public book recommendation

– make sure staff expectations are the same as childrens' and that teachers are focusing on sharing a loved read with their children.

## The reading experience is fun

**Termly staff book club**

**Staff reading bingo**

Create a challenge sheet and offer prizes-some ideas include:

- read aloud every day for a week
- get a reading recommendation from a parent
- get a reading recommendation from a child
- get a reading recommendation from a librarian/bookseller
- make a reading recommendation to a child.



## Time to read

**Ask staff to participate in DEAR (Drop Everything and Read) to model reading to children and give them time to read themselves.**

Find more fun activities at [worldbookday.com/celebrate-world-book-day](https://worldbookday.com/celebrate-world-book-day)

WORLD  
**BOOK  
DAY**  
2 MARCH 2023

SPONSORED BY

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**BOOK  
tokens**

# Celebrate WORLD BOOK DAY

## 2 March 2023



Swap your Book Token  
to get a **World Book  
Day** book for **FREE** at  
your local bookseller



How to exchange your £1/€1.50 book token  
for a **FREE** World Book Day £1/€1.50 book

World Book Day  
£1/€1.50 book  
tokens distributed  
by schools/nurseries  
and community  
partners

Child goes to  
bookseller with  
their book token

Bookseller gifts a  
£1/€1.50 book in  
exchange for  
their token

Child chooses  
and owns  
a book

**Changing lives through a love of books and reading**

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Illustration **Allen Fatimaharan**

# Find your reading superpower

Listen to books being read aloud

Take books home to read

Choose the books YOU want to read

Make time to read

Ask for ideas on what to read next

Have fun reading!

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Changing lives through a love of books and reading

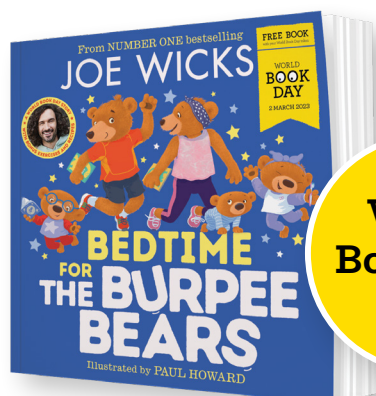
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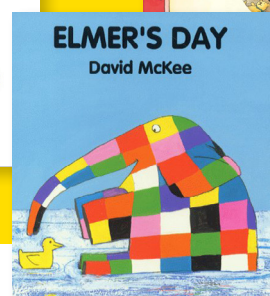
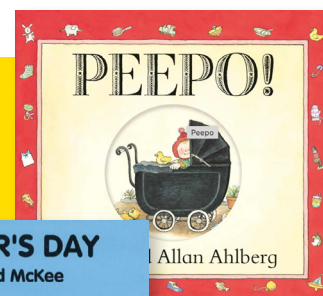
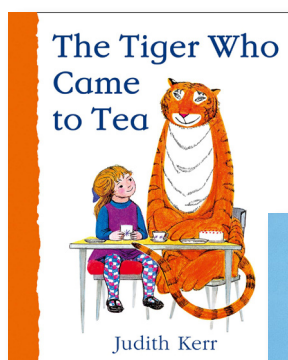


# Recommended Reads for our Early Years Titles

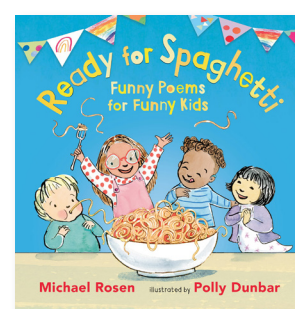
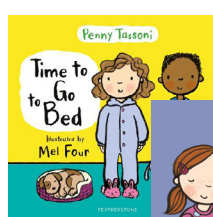
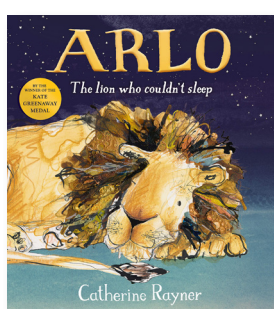
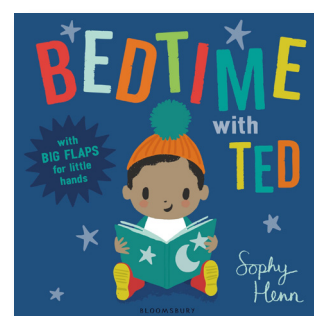
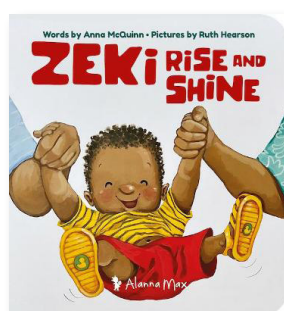
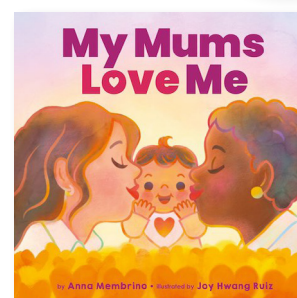
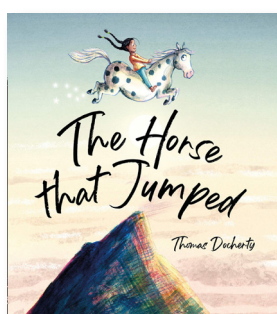
## EVERYDAY ROUTINE



World  
Book Day  
book



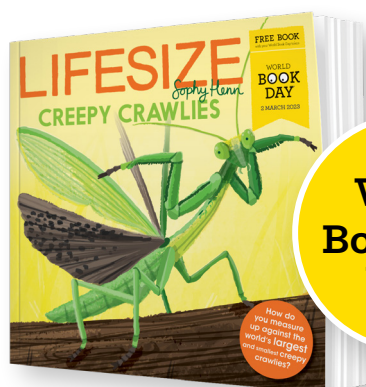
CLASSICS



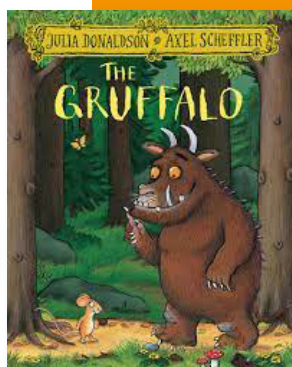
For more book recommendations, visit [booktrust.org.uk/bookfinder](https://booktrust.org.uk/bookfinder)

# Recommended Reads for our Early Years Titles

## EVERYDAY WORLD AROUND ME



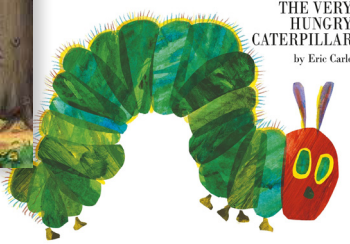
World  
Book Day  
book



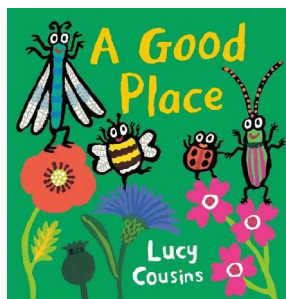
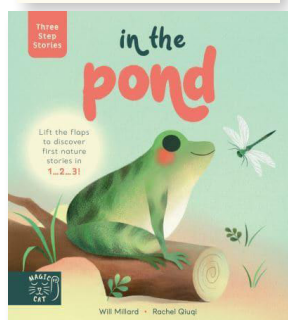
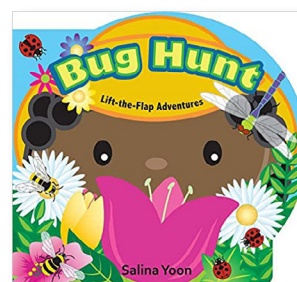
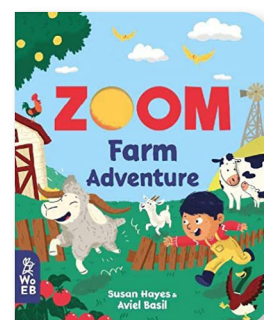
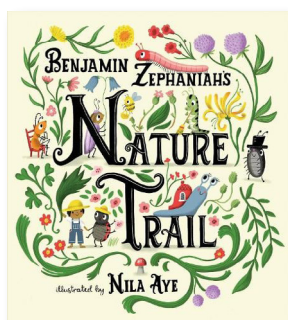
*We're Going on a Bear Hunt*  
Michael Rosen Helen Oxenbury



THE VERY  
HUNGRY  
CATERPILLAR  
by Eric Carle



CLASSICS

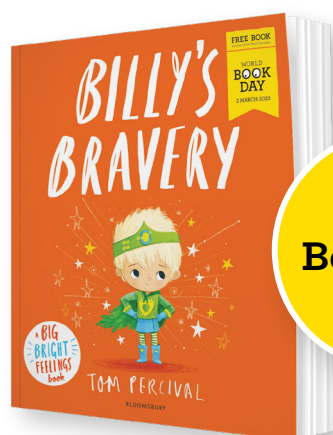


For more book recommendations, visit [booktrust.org.uk/bookfinder](https://booktrust.org.uk/bookfinder)

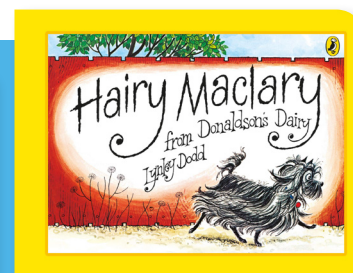
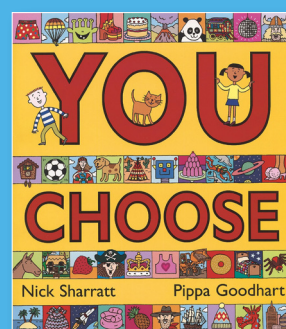


## Recommended Reads for our Early Years Titles

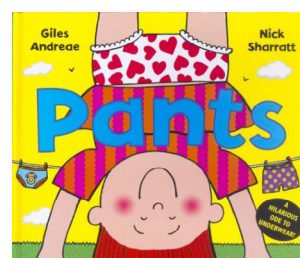
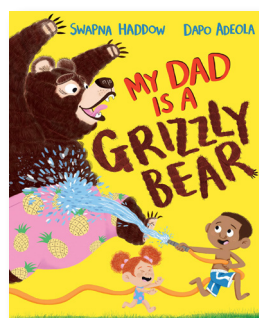
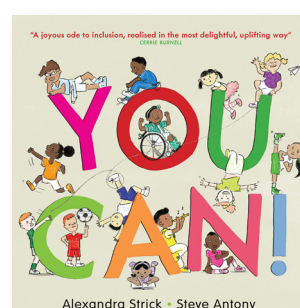
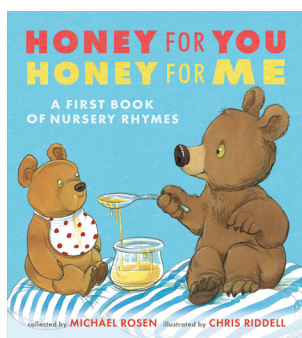
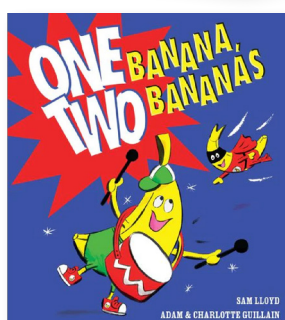
### EVERYDAY FUN



World  
Book Day  
book



CLASSICS



For more book recommendations, visit [booktrust.org.uk/bookfinder](https://booktrust.org.uk/bookfinder)

# Sample letter to parents

You can use our editable letter to parents below to let them know about **World Book Day** celebrations in your setting.

Dear parents and caregivers,

**World Book Day** takes place on **Thursday 2 March** and we hope you'll join us as we come together to celebrate World Book Day.

## **Framing changes to your celebrations around the cost of living crisis**

*Every year on World Book Day we are overwhelmed by the enthusiasm of our Early Years community. We know that this year many families will find themselves in a difficult financial situation - we don't want our celebrations to be an additional burden.*

*Dressing up or bringing books into settings can be a big part of the celebrations and what families particularly enjoy about World Book Day. We ask that you consider the impact on the children who aren't able to take part in this way.*

We will have lots of fun activities taking place throughout the day including:

### Reading to your children:

- *We'd love to invite you along to our bedtime story at XXXX.*
- *Our book corner will have special guests all day – sign up here if you'd like to be one of them.*
- *Please send your child's chosen book in with them on the day so we can read it to them and their friends.*

### Access to books at home:

- *We'll be hosting a book swap. Please drop off your unwanted books in the box outside the setting. Whether or not you've got a book to bring along to swap, come and browse and find something you might like to read.*

Use your £1/€1.50 World Book Day book token to get a **FREE** book! Getting a free £1/€1.50 book for your child is easy - simply take your £1/€1.50 book token to your nearest bookseller and swap it for a World Book Day £1/€1.50 book OR get £1/€1.50 off any book or audiobook costing £2.99/€3.99 or more. You can find your nearest participating bookseller at [worldbookday.com/participating-retailers](http://worldbookday.com/participating-retailers)

*continues...*





- Children choosing what they want to read

*The children will be choosing the £1/€1.50 book they like the look of – the bookmark with their choice and the book token to swap are attached to this letter. Join our open library session and help your child choose their next book to read at home- this is a good chance for you to become familiar with the books in our setting, too.*

- Having trusted adults and peers sharing and recommending books
  - *We will be using World Book Day as a way to share our favourite books.*
  - *We will be dressing up this year.*
    - *We want the children to use their costumes to share their favourite books and we encourage you to use things you already have at home.*
    - *We will be hosting a costume swap on DATE/TIME*
    - *We will be opening the setting with a selection of materials to choose from to make costumes on DATE/TIME*
  - *We won't be dressing up this year; instead we will:*
    - *Invite children to wear their pyjamas*
    - *Be making costumes in our setting - join us to see what they've made DATE TIME*
    - *Be making spoon puppets/potatoes of the children's favourite characters*
    - *Creating a lifesize gallery of the children as their favourite characters.*

Check out the World Book Day Family Hub for more things to do at home.

We're very much looking forward to celebrating World Book Day, which could not happen without the support of parents and carers - thank you.

Best wishes



# Design a National Book Token competition

NATIONAL  
BOOK  
tokens

It wouldn't be World Book Day without National Book Tokens' **DESIGN A NATIONAL BOOK TOKEN** competition, the annual nationwide contest that 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 can bag **HUNDREDS of pounds worth of National Book Tokens** for their schools – including, for the overall winner, a £10/€10 National Book Token in their winning design for every child in their class!

This year the theme of the competition is 'Choosing to read'. Children can interpret this any way they want to celebrate and communicate the joy that comes from choosing to read, as well as choosing which books to read.

To enter, children should design a National Book Tokens gift card with this theme in mind – and thinking about what might make their gift card appeal to customers if it was on display in a real shop.

## ONE OVERALL WINNER

will get a £10/€10 gift card in their design for every child in their class\*, and the opportunity for their class to visit a real bookshop, virtually or in person, to spend their National Book Tokens.

## FIRST PRIZE

in each age range wins:

- £350/€380 National Book Tokens for the school
- £100/€110 National Book Tokens for the pupil

## SECOND PRIZE

in each age range wins:

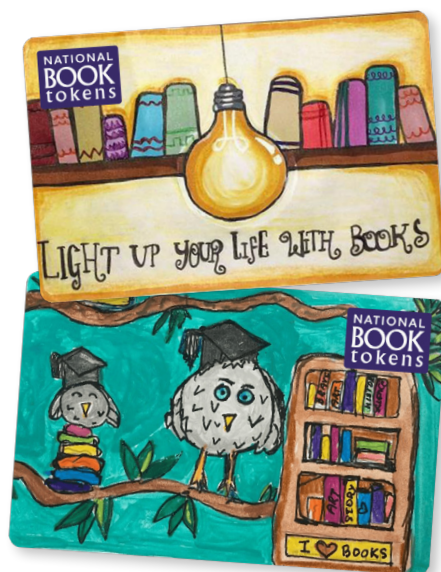
- £200/€220 National Book Tokens for the school
- £50 /€60 National Book Tokens for the pupil

(\*Up to 35 gift cards; see terms and conditions for home-schooled students)

## HOW TO ENTER:

Visit [worldbookday.com/competition/design-a-nbt](https://worldbookday.com/competition/design-a-nbt) for full details and to download the entry form.

Closing date  
for entries is  
Sunday 2 April  
2023.



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](https://worldbookday.com) #worldbookday



worldbookdayuk



WorldBookDayUK



worldbookdaysocial



youtube.com/WorldBookDayUK

Visit our Early Years Hub for lots more great reading for pleasure ideas and resources for World Book Day and all year round!