



When we will or won't comment on issues

At World Book Day, our purpose is to champion the fun of reading, because it seriously improves children's lives.

Encouraging every single child in the UK to find the fun in reading is front and centre of everything we do. Despite our name, we're a UK charity with a UK remit: we work to benefit children in England, Wales and Scotland, and on the island of Ireland.

Our goal is enormous. To achieve it, we need to be tenacious and determined and hold our focus.

What this means in practice is that we'll be devoting our time, attention and limited resources – and our communications – to those areas that support our core mission. This means we think carefully about when to engage in conversation and debate – and when not to comment.

We will only communicate about topics directly related to our purpose and our work in the UK. This means not trying to be everything to everyone – and saying no sometimes.

Occasionally, we're asked to comment on broader societal or cultural issues that might relate to – or affect – our mission. In those cases, we will always consider first whether our involvement will make a positive difference. We won't comment on an issue – however closely related to our mission – unless our comment is likely to support a constructive resolution.

We will only comment if we know we're a trusted source of information on an issue, or if we're confident we've been informed by one.

We are sometimes invited to comment publicly on more general political or geopolitical issues. Unless these directly relate to our core mission – making reading fun for children in the UK – we won't provide a comment.

This promise will be apparent in everything we do and say, whether in person or online, including World Book Day's social-media channels.

We believe we achieve so much more by working together. We couldn't do the work we do – or reach the children whose lives we want to change – without the vast range of authors, illustrators, artists, schools, partner organisations and other stakeholders who support us – many of whom have strong opinions of their own. We are very grateful for their involvement and for the work they do towards our mission - but they are not our spokespeople and are not asked to speak on behalf of our organisation.

We may offer behind-the-scenes support to these stakeholders and partners where necessary.

World Book Day is making this promise from January 2025.

Contact us

We encourage you to connect with us online and in person. We welcome your comments, suggestions, and complaints.

Email us on: hi@worldbookday.com