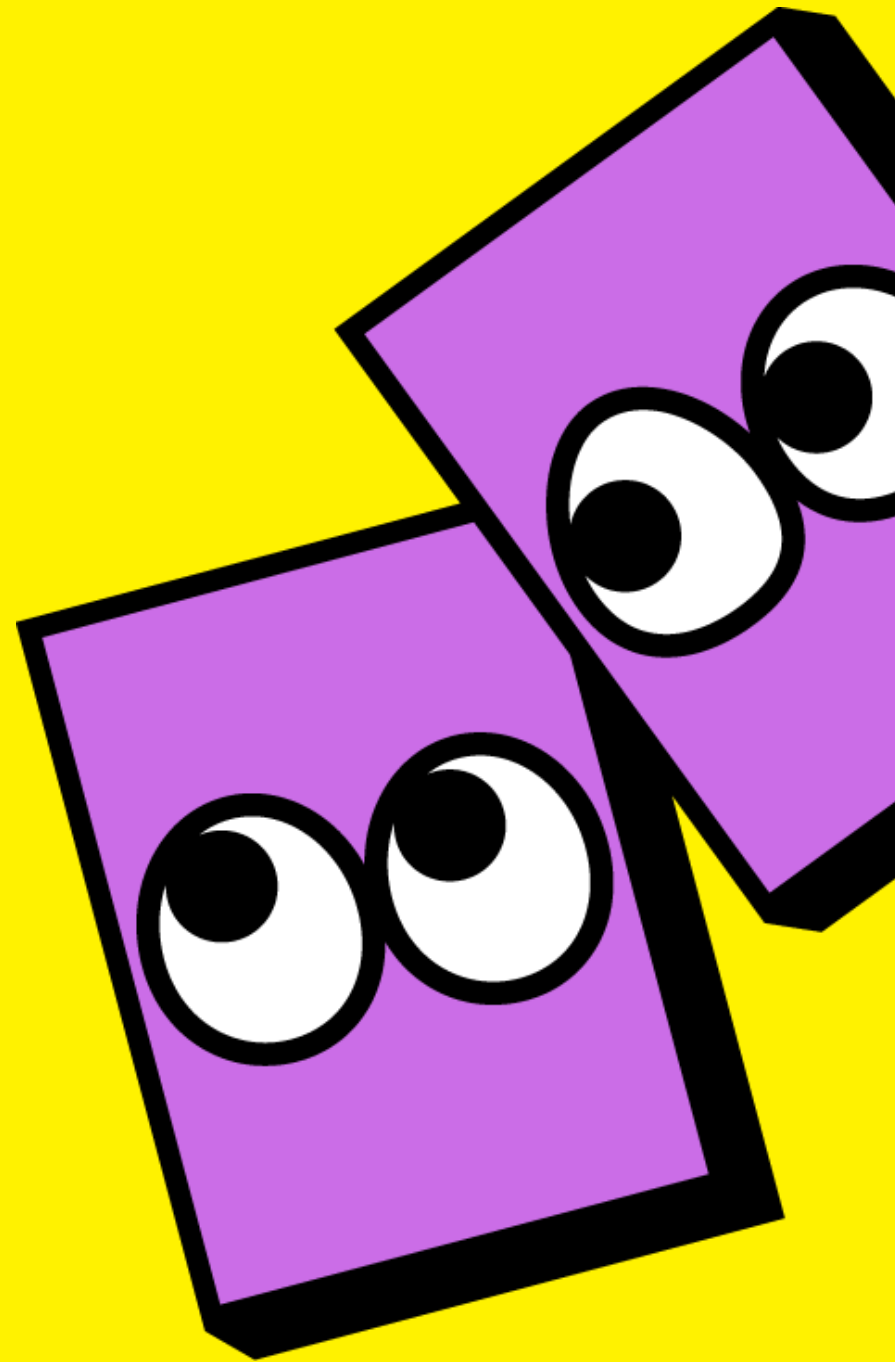
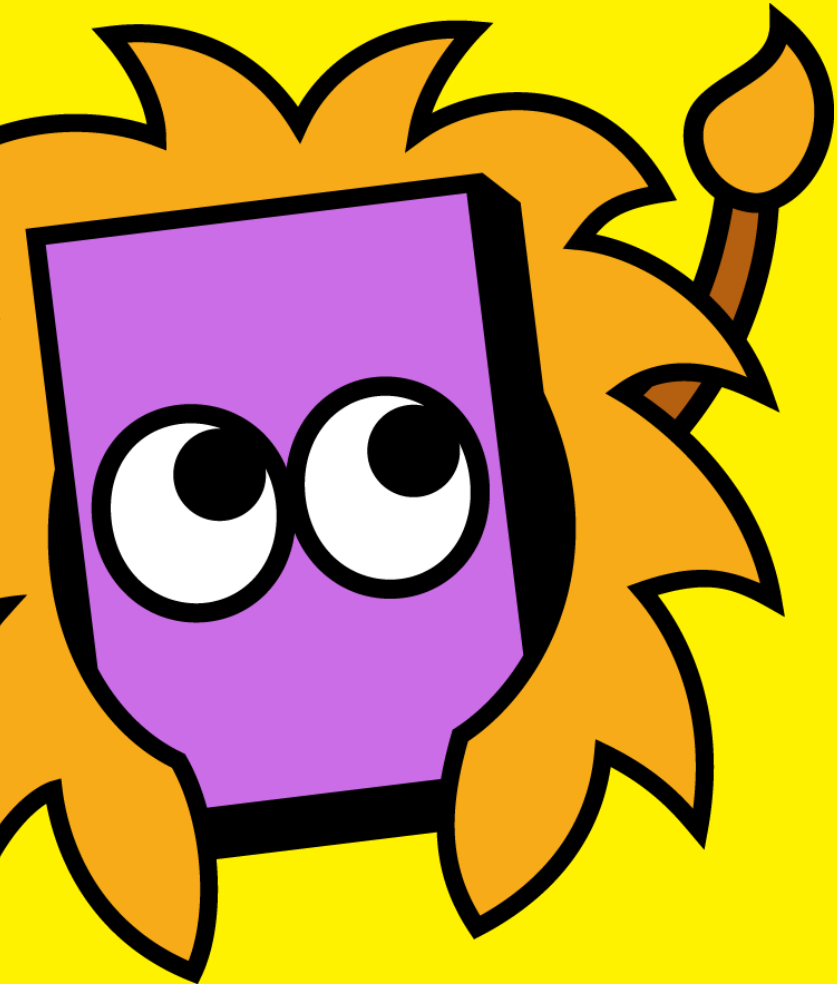


Public library webinar 2026



Our mission



**To champion
the fun of**

reading*

***because it seriously improves children's lives**

It's all about reading for fun



We know that when children choose to read more it makes them:

Better at reading

Feel happier

More successful

Our Big Six principles that encourage children to read for fun:

- Being read to regularly
- Having books at home and school
- Finding time to read
- Having a choice in what to read
- Having trusted help to find a book
- Seeing reading as fun!

As a result of World Book Day, children...

- Find reading more fun **38.6%**
- Made more time to read **35.3%**
- Have more choice in what to read **36.7%**
- Talk more with family / friends **30%**
- Read with parent / carer **24.3%**
- Find new books to read **37.0%**
- **1 in 4** (FSM) say the £1 book is the first book of their own

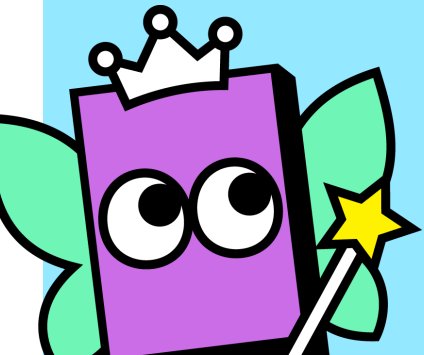


Children's reading for pleasure seems to be in crisis

Reading for pleasure matters

It's the **single biggest indicator** that a child will grow up to enjoy a happier and more successful life – more than their family circumstances, their parents' educational backgrounds or their income.

Source: **OECD 2002 and 2019**



The benefits are clear

- Wellbeing and self-esteem
- Brain and cognitive development
- Learning across the curriculum
- Empathy, imagination and creativity

Source: **Various**

BUT...

- **only 1 in 3 children enjoy reading**
- Reading for pleasure is at its **lowest level since 2005.**

Source: **National Literacy Trust 2025**

Go All In For World Book Day

- 🕒 World Book Day will be bigger and better than ever during the National Year of Reading 2026
- 🕒 The National Year of Reading is a nationwide campaign to get more people reading, by bringing reading to where culture is.
- 🕒 Reading is a powerful plug-in to the things you already love – a great way to go deeper into your existing passions. Put simply: ‘If you’re into it, read into it.’



How to use World Book Day in your library

Our messaging focuses on changing attitudes and behaviours, based on what children say would encourage them to read.

- let go of pressure and expectations
- give children a choice – and a chance – to enjoy reading.



- **Celebrate choice:**
reading in all forms is valid (audio, comics, books...)
- **Relevance and reflection:**
hobbies and passions, reading and...
- **Reading for fun and family life:**
reading to children.

FUN
is the
unlocker!

2026 campaign timeline – key dates

Dates	Activity
8 December	All resources available on World Book Day website
January	Add your events to our map Look at our resources and download celebration materials
12 February	£1/€1.50 book token redemption period starts Bookshops welcome children in with their tokens to choose their £1/€1.50 books for free. Events start happening from this point (Feb half term is a key moment!)
5 March	World Book Day
15 March	Book token redemption ends



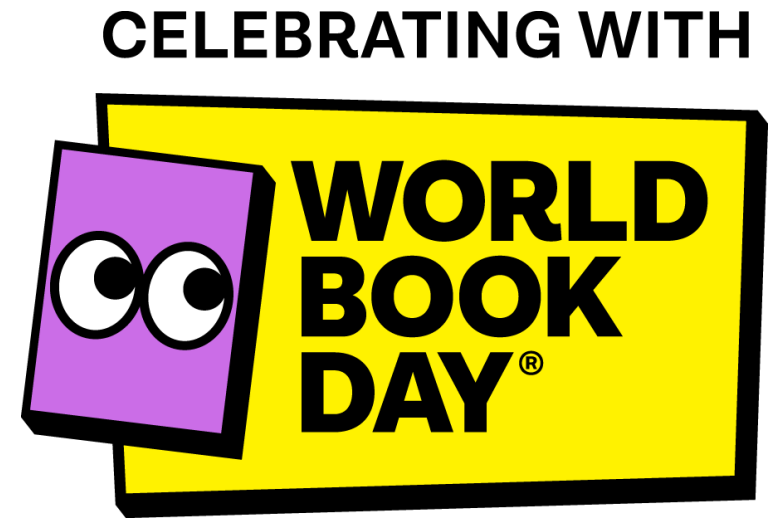
Introducing our new brand

We have a new look!


Register for our newsletter to receive the brand guidelines and assets.

Promote your reading for fun activities using our 'Celebrating with World Book Day' assets.

World Book Day® is a registered trademark.



New World Book Day website



Families Educators Public Libraries Booksellers

Search

£1 / €1.50 Books & Tokens Events & Competitions Resources About

Donate & Fundraise


Sponsored by NATIONAL BOOK tokens

The reading for fun charity

World Book Day inspires every child to enjoy the life-changing benefits of reading for fun.

See the £1/€1.50 books

Discover World Book Day resources




World Book Day

5th March 2026

Only 83 days to go!

About World Book Day



Families Educators Public Libraries Booksellers

Search


£1 / €1.50 Books & Tokens Events & Competitions Resources About

Donate & Fundraise

Sponsored by NATIONAL BOOK tokens

Reading for pleasure resources

To help make World Book Day special – and to encourage reading for the rest of the year too – we've got a whole range of resources.




Home > Resources

Find resources for the classroom, library and home

Resource Type Audience


Apply Filter Reset all filters



World Book Day Documents


All regions

2026 Staff Briefing




Activity

Against All Odds activity pack




Activity Dressing Up

Against All Odds dressing-up ideas




Activity

Bear Rescue Activity pack




Activity Dressing Up

Bear Rescue dressing-up ideas




Activity

Book recommendation bingo



Activity

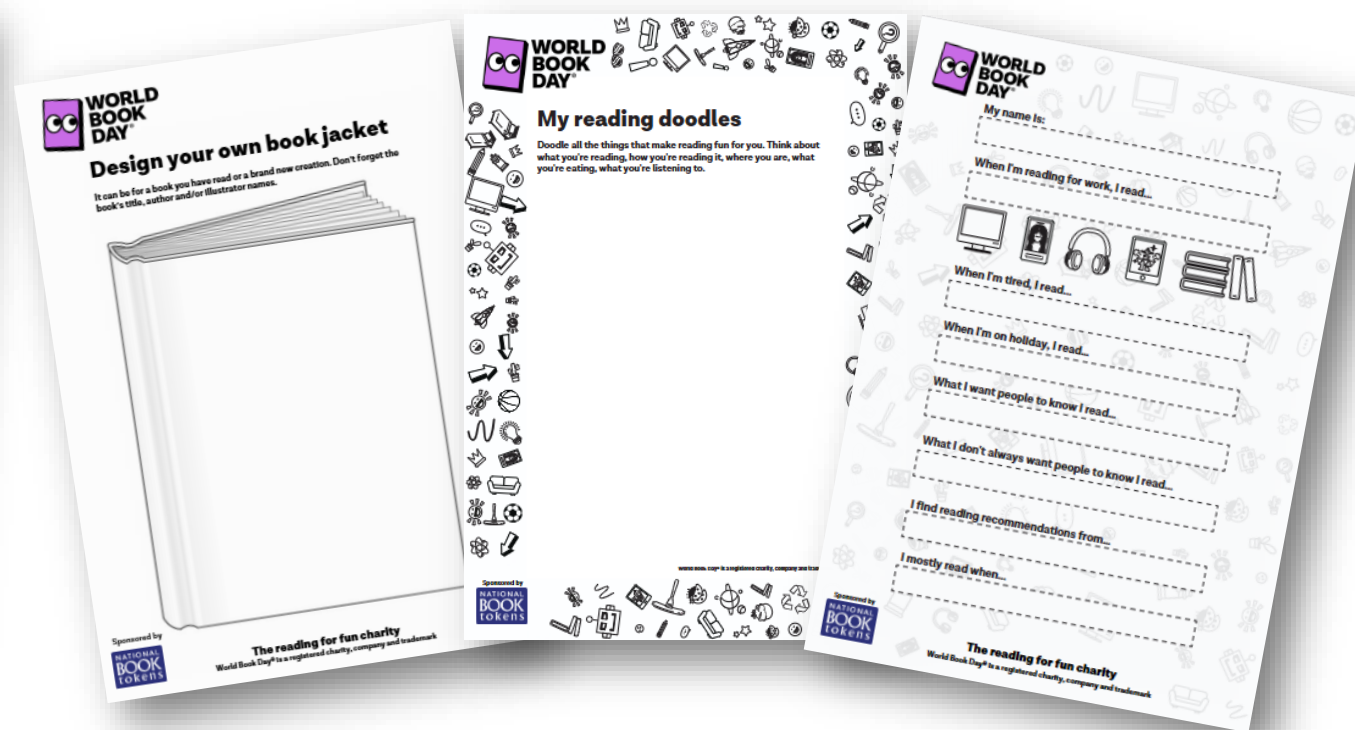
Book recommendation fortune teller



Activity

Book recommendation paper chain

Resources for libraries



2026 £1/€1.50 books



© 2026 ABD Ltd/Hasbro/HCPL Ltd.



© & TM Spin Master Ltd. All rights reserved.



World Book Day celebration ideas

- Set up a second-hand costume swap
- Invite a local author to a special World Book Day event
- Create book displays around our brilliant £1 book authors and illustrators
- Become familiar with our authors and illustrators with their activity sheets and videos
- Add your events to our map
- Sell badges, keyrings and bookmarks to raise funds for our charity and your library



Official World Book Day badges, keyrings and bookmarks

Raise money for our charity and your library with our fun designs for 2026!

Find out more on our Shop to Support page from Jan or visit our partner websites (links below).



Thank you!

Any questions?

