WORLD BOOK DAY
4 MARCH 2021

SPONSORED BY NATIONAL BOOK tokens

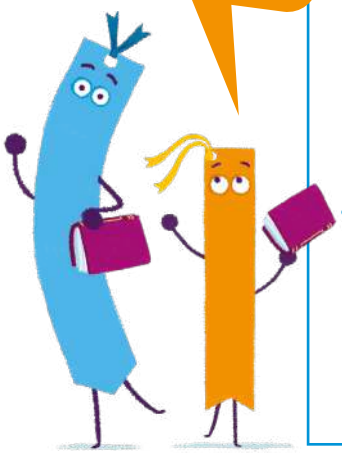
Illustration Rob Biddulph

Celebrate **reading for pleasure** in your setting – ***all year round***!

A nursery and pre-school leader's guide to **World Book Day 2021**



Discover all you need to know inside:



- **2021's brilliant £1 book selection** – giving children broad and diverse choices in their picture book reading, available in bookshops & supermarkets with our £1 tokens from **Thursday 18 February - Sunday 28 March**.
- **Share a Story Corner** – video stories and fun activities perfect for using in your nursery/pre-school and to encourage families to read together at home.
- **How to share stories** – top tips, activities and ideas for sharing stories with little ones.
- **Reading recommendations** – new hub full of reading suggestions to offer little ones a range of authors & illustrators to enjoy.
- **Raising money, raising readers** – fundraising ideas to help us change lives through reading.

Find out more @worldbookday.com

Changing lives through a love of books and shared reading.

World Book Day is a registered charity funded by publishers and booksellers in the UK & Ireland.

#WorldBookDay

Hello and **welcome** to this year's **guide** to

World Book Day

4 March 2021

As a charity, World Book Day is here to change lives through a love of books and shared reading, and bring books to the children who need them most. World Book Day is a brilliant opportunity for everyone to celebrate the joy of reading. The lockdown means doing things differently, so we have some **amazing resources to help nurseries/ pre-schools and families whether children are celebrating at home or in your setting**. Reading and sharing stories is the perfect lockdown activity for everyone to enjoy!

Did you know?

1 in 7 children, and 3 in 10 children receiving free school meals, said that the book they 'bought' with their World Book Day book token had been their first book of their own.

- NLT Annual Literacy Survey, 2019





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

We want to develop a culture of reading for pleasure and encourage the next generation of readers; let's make books and sharing stories fun for children everywhere, every day. **Just 10 minutes' daily shared reading benefits every child's future**.

It's vital we use World Book Day to encourage even more children to be readers, book owners and book borrowers – because **no child should be without a book or miss out on shared reading**.

Thank you – you make World Book Day happen!

The World Book Day Team



Planning **World Book Day 2021**

A Timeline

A suggested **timeline** checklist to help you plan and prepare for World Book Day from January to March, in nurseries, pre-schools or at home:



January



- ☐ **VISIT** the new World Book Day online hub for nurseries and schools and find everything you need to start planning your celebrations including ideas, fun activities and resources: **worldbookday.com/schoolsandnurseries**
- ☐ **START** planning your **fundraising activities** – every £1 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: **worldbookday.com/fundraising**



February



- ☐ **CHECK** you have received your £1 book tokens (these should be arriving with you by mid-February) and hand them out as soon as you receive them to parents/guardians/carers at drop-off/pick-up. For any issues, please contact our helpline: **wbd@education.co.uk**. If your nursery/pre-school is closed, you can **register for a digital version of the token** that can be sent out via email/text/newsletters: **worldbookday.com/digital-book-token/**. **Please note, the digital token cannot be used for online purchases.**
- ☐ **ENCOURAGE** families to redeem their £1 token from **18 February**. Children can use the 'Look Insides' on the £1 book pages on our website (**worldbookday.com/books/**) to choose their £1 book.
- ☐ **WORLD BOOK DAY'S £1 BOOKS** can be found in major supermarkets as well as bookshop chains and hundreds of independent booksellers. Parents can use the £1 token when they collect essential shopping, and bookshops may be open for click and collect or will welcome families when they are open again (see p. 6 for more details).
- ☐ **JOIN IN** with '**Show Your Shares**' – fantastic weekly prizes to be won for your nursery/pre-school in our competition from 22nd Feb!

'It was absolutely the best day of my life! Of my life!' **–Understanding the Impact of World Book Day, Interim Report, NLT and World Book Day**



March

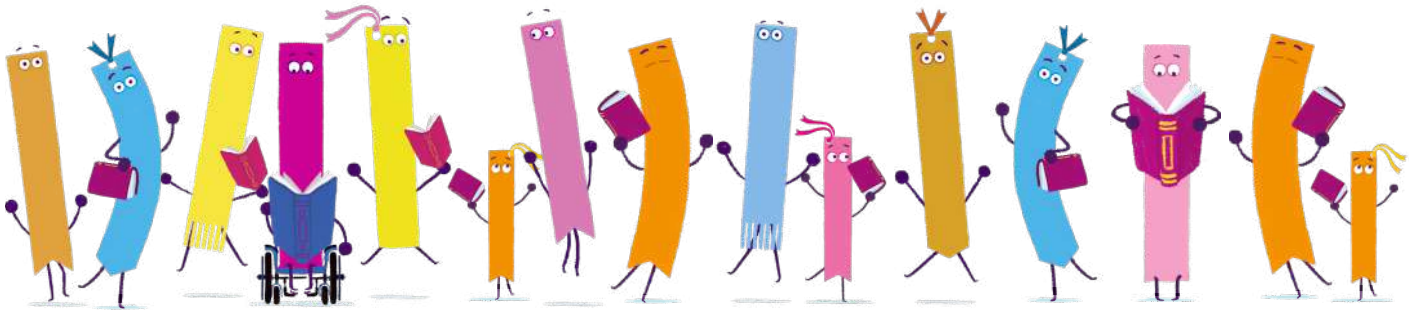
- [ ] **HELP** spread the word about the importance of sharing stories with children – see pages 7-10 for top tips, stats, activities and more.
- [ ] **TUNE IN** to our fantastic Words & Pictures online event starring our £1 authors & illustrators on 4 March at 10.30am! Starring **Joseph Coelho**, **Tom Fletcher**, **Fiona Lumbers** and **Lydia Monks**.
- [ ] **VISIT** **Share A Story Corner** for a huge variety of fun videos and downloadable activities to go with them: **worldbookday.com/share-a-story-corner/**
- [ ] **DOWNLOAD** a **free audiobook** (available from 18 February – 28 March) to share in your setting and create activities around it: **worldbookday.com/world-of-stories**
- [ ] **DECK** the walls with celebratory **World Book Day materials**; create your own or download our themed bunting, bookmarks and colouring-in from the nurseries hub. We'd love to see what you do, don't forget to share your creations **@WorldBookDayUK**
- [ ] **HOST** a fundraising event as part of your celebrations. For covid-safe ideas, visit **worldbookday.com/fundraising/** and don't forget to share your pictures **@WorldBookDayUK #WorldBookDay**.



REMEMBER, World Book Day can be any day! Your events, author visits, library trips, and fun activities can happen at any time of the year. Our resources are here to support you all year round.

We'd love to see your ideas **#WorldBookDay**

Happy World Book Day 4 March 2021



'I liked exchanging different genres and types of books for free - it was like entering a goldmine.'

- 'Exploring the Impact of World Book Day' - National Literacy Trust and World Book Day

Braille & audio versions available
Tel: 0303 123 9999
For large print
Tel: 0118 9838275

GUIDE DOGS for the blind | RNIB

Proudly introducing our

2021 £1 books

Discover more about these books and enjoy our 'Look Inside' previews at worldbookday.com/books

This **World Book Day**, children have a choice of wonderful picture books to choose from, depending on what catches their eye and appeals to their interests. There is something for every child to enjoy.



There is an additional £1 Welsh-language book available only in Wales. Find out more at worldbookday.com/about-us/world-book-day-wales/

For so many children in the UK & Ireland, our £1 books are vital:

World Book Day makes a difference; 66% of primary schools say World Book Day changes reading habits. Children read more books and share more books with family and friends as a result of World Book Day.

- Nielsen, 'Understanding the Children's Book Consumer'





Link up with local libraries

Don't forget to 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: **gov.uk/local-library-services**

Children can find a huge selection of books to borrow for free, as well as expert advice and family reading events.

Plan a visit to your local library. They may be offering an order and collect service during lockdown, or hold World Book Day events when they are open again.

World Book Day is an important source of book discovery for 26% of less affluent households.

- Nielsen Deep Dive, 2019

In 2021, we are all thinking of ways to celebrate World Book Day differently. Visit **worldbookday.com** to find suggestions for adapting your plans.

TIP

If nurseries and pre-schools are closed, think about alternative ways to distribute the £1 tokens, for example, a box with tokens outside the front of the building so families can pick them up on their daily walk. You can register for a digital version that can be emailed directly to families at worldbookday.com/digital-book-token/.

How do children receive their books?

- We hope your tokens will be with you by mid February. If your nursery/pre-school is open, please hand them out to parents/guardians/carers as soon as you can. Children can either swap their £1 book token for one of our exclusive, new World Book Day books OR they can get £1 off any book or audiobook costing £2.99 or more in bookshops and supermarkets.



Where can children choose their £1 books?

- The World Book Day £1 books are a gift to children from participating booksellers, including supermarkets.
- Families can redeem their £1 token in lockdown OR hold on to it to use later!
- Parents can use the £1 token when they collect essential shopping. World Book Day's £1 books can be found in major supermarkets as well as bookshop chains, and bookshops on your high street may be open for click and collect.
- Bookshops are offering new ways to make the £1 books available, even in lockdown.
- Children can use the 'Look Insides' on our website to choose their £1 book.
- Or, hold on to your token! Bookshops will welcome families when they open again. Participating booksellers will honour the tokens beyond the 28 March while stocks last. Contact your local bookseller to check if they are able to offer £1 off other titles.
- Check **booksellers.org.uk/wbd** for information about retailers open near you and contact them for information about ways to redeem the token before you visit.

When are the books available?

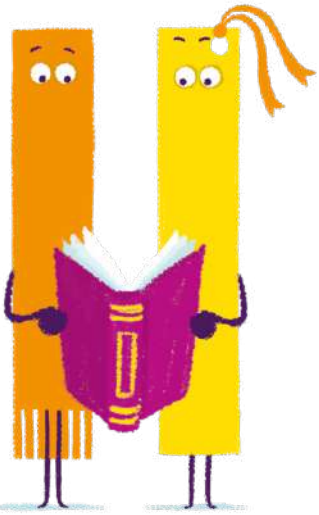
- This year our £1 book tokens can be redeemed in bookshops and supermarkets from **Thursday 18 February – Sunday 28 March.**
- For full terms and conditions, please go to: **worldbookday.com/terms-conditions**

We hope little ones enjoy this year's fantastic book selection – as a charity dedicated to reading for pleasure and the benefits of sharing stories, it is our mission, with help from you, to ensure children from all backgrounds have a book to call their own.

Why it is important to

read together

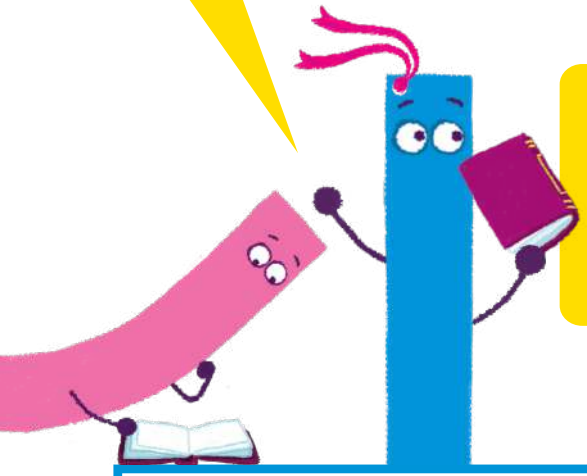
Sharing stories together, for just 10 minutes every day, can greatly impact a child's future success.



Did you know?

Children with poor vocabulary skills at age five may be up to twice as likely to be unemployed in their 30s.

- HM Government report, July 2019



Did you know?

Only 56% of 3-4-year-olds are read to daily or nearly every day – and this is in steep decline (69% in 2013).

Source: Understanding the Children's Book Consumer Nielsen, 2018

Story sharing with children of all ages:

- Is great fun!
- Is a positive experience for parents too
- Boosts creativity and imagination
- Improves wellbeing
- Increases self-esteem

Keep encouraging families to share stories together, to improve children's life chances. You'll find our top tips for families on how to share stories on the next page. Share this with parents/guardians/carers via email or newsletter as part of your World Book Day celebrations or print out and put up in your nursery/pre-school.



Perfect for families to enjoy together as well!

Find story-sharing tips, fun activities and more at
worldbookday.com/resources/nursery

WORLD BOOK DAY
4 MARCH 2021

SPONSORED BY
NATIONAL BOOK tokens

Illustrated by Rob Biddulph

Celebrate **World Book Day 2021** and have fun

sharing stories together!



Sharing stories any time from breakfast till bedtime, for just 10 minutes a day, will have a lasting impact on every child's future.

5 TIPS for sharing a story

- ☐ Let your child choose, hold the book and turn the pages themselves.
- ☐ Take your time looking at the pictures together before reading the words.
- ☐ Ask your child to tell you what is happening in the pictures.
- ☐ Read the words together. Use different funny voices for each character and have fun!
- ☐ Read their favourite books over and over again!



Kids love it when you read with them. It all goes in. Every single word. From a book, a magazine, even a shopping list.

– HM Government report, July 2019

For children, being read to is fun, deeply reassuring and calming.

– Print Matters More, Egmont UK 2016

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

- Organisation for Economic Co-operation & Development

#WorldBookDay

All year round!

Let's celebrate

Reading for Pleasure

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



NEW!

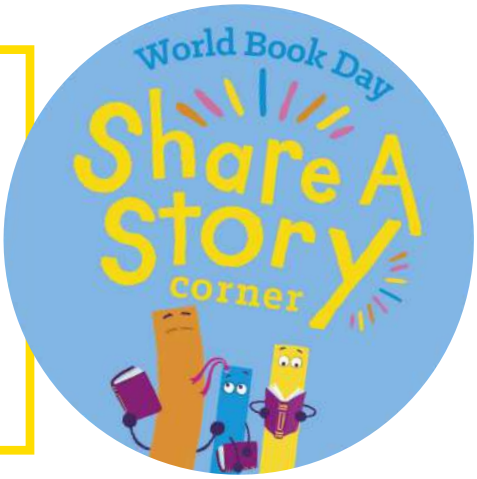
Schools & Nurseries Hub

- For a brilliant range of book-themed ideas and resources to enjoy in your setting or for families to share at home, head over to our new Schools & Nurseries Hub. Find everything you need in ONE place: **worldbookday.com/schoolsandnurseries**
- In your World Book Day communications to parents/guardians/carers, please encourage families to visit our website for fun activities and ideas for reading together. Our new Families Hub will be coming in February!

NEW!

Share A Story Corner

- For little ones, our **Share A Story Corner** develops confidence in reading together as a family at home – they make great activities for nursery/pre-school too!
- Watch a selection of delightful video books, from classic fairy tales to funny rhymes and enjoy the fun downloadable activities available for every story: **worldbookday.com/share-a-story-corner**



Starring



Joseph Coelho



Fiona Lumbers



Tom Fletcher



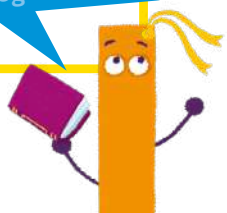
Lydia Monks

Words and Pictures digital event

- Join in with nurseries and schools across the country as they tune in to our **Share A Story Live event on 4 March at 10.30am**! Little ones will love seeing our brilliant authors and illustrators talk about bringing reading to life through words and pictures.
- Perfect for families to watch at home if nurseries/pre-schools are closed OR you can watch any time after the event at **worldbookday.com/events**
- Hosted by Nigel Clarke.



Perfect activity for families to enjoy together!

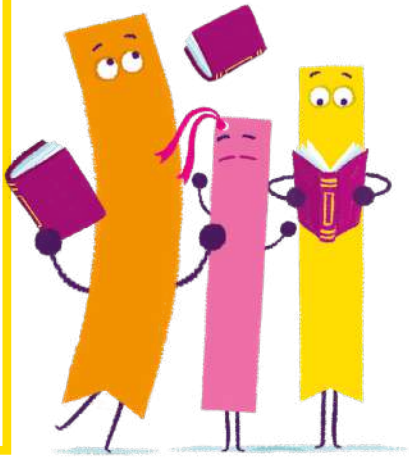


Just **ten minutes of sharing stories daily** makes a huge difference to a child's future success.

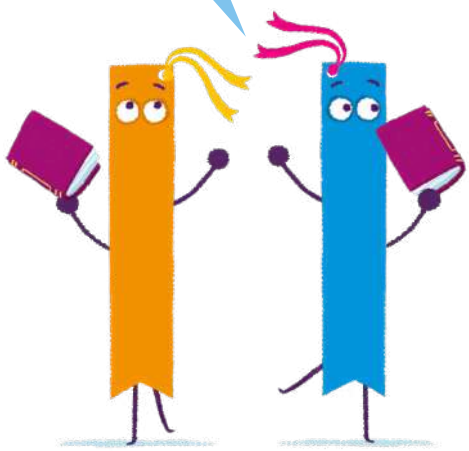
NEW!

Reading Recommendations Hub

- A brand new, dedicated reading recommendations hub, covering a huge variety of topics and genres for all ages: **worldbookday.com/reading-recommendations**
- From lovely picture books to poetry and non-fiction to books to encourage empathy, there's something for every child to enjoy.
- You can also discover the UK's top 100 stories to share including 25 brilliant picture books to start children on their reading journey: **worldbookday.com/ideas/100-stories-to-share/**



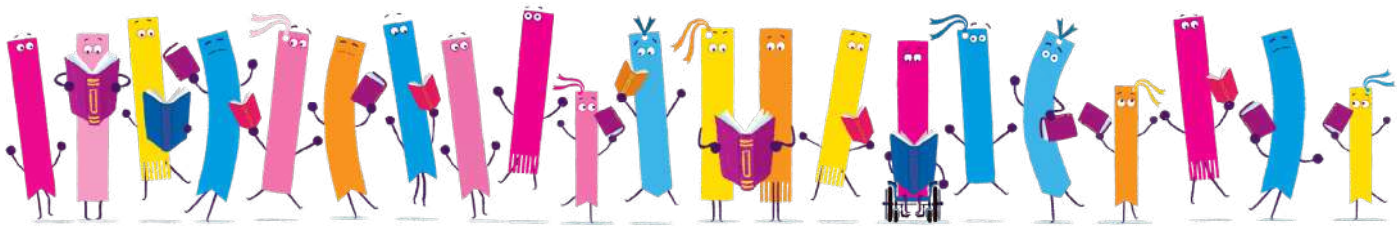
Perfect shared reading activity!



FREE Amazing Audiobooks for all ages

- A brand new selection of brilliant FREE audiobooks will be available for World Book Day 2021.
- Audiobooks are a great way to introduce little ones to the incredible world of stories. They are also a lovely activity for families to enjoy at home so please do let parents/carers/guardians know that this free resource is available.
- Available from **worldbookday.com/world-of-stories** from **18 February – 28 March 2021**.

For more brilliant resources, visit our Nurseries and Schools Hub at **worldbookday.com/schoolsandnurseries**



'World Book Day always makes me appreciate books.'

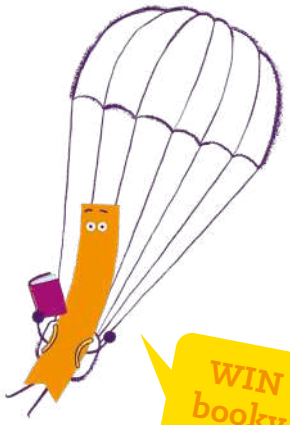
- 'Exploring the Impact of World Book Day' - National Literacy Trust and World Book Day

#WorldBookDay



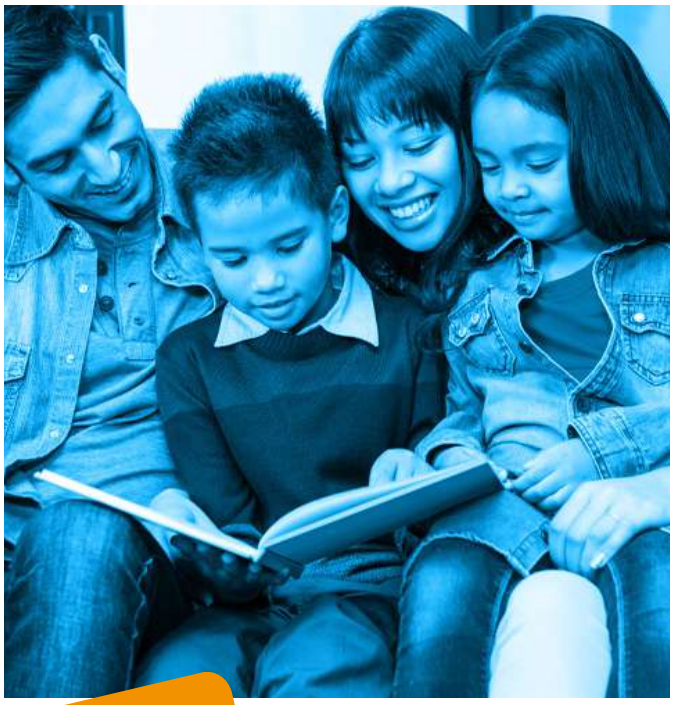
World Book Day **competition**

Show Your Shares



WIN booky prizes!

We can't wait to see nurseries/pre-schools and families sharing stories in celebration of reading together and World Book Day 2021.







- **EVERY WEEK** during World Book Day month (four in total), we'll award prizes for the **best shares** with a different theme each week.
- **THE PRIZES** are a **£100 National Book Token per nursery/pre-school/school** to boost your book collection and a **£100 National Book Token per family**, **per week** with the best pictures featured in our online gallery. **Will your nursery/pre-school make it into the World Book Day hall of fame?**
- **THE COMPETITION** runs from 22nd February 2021 for 4 weeks.
- **HOW TO ENTER** Find out how to enter at **worldbookday.com /show-your-shares** from 17 February.

Share a story!









'World Book Day let us see how many different types of books there were for grabs and that made me very excited.'

- 'Exploring the Impact of World Book Day' - National Literacy Trust and World Book Day

Fundraising for **World Book Day**

Raising money, raising readers

Every year, schools and nurseries across the country raise vital funds for World Book Day as part of their celebrations, helping us to bring books to the children and young people who need them most. No amount of money is too small – every penny counts towards our mission to change lives through a love of books and shared reading.

How can **YOU** help?

Discover fundraising ideas at **worldbookday.com/fundraising** including:

1 BIG BOOKY BREAKTIME

For brilliant ways to host your own fun Big Booky Breaktime, visit our fundraising page.

N.B. *From 2021, World Book Day will lead nursery/pre-schools' fundraising activity including the Big Booky Breaktime and ensure that Book Aid International receives a portion of funds raised. Every year this incredible charity sends over 1 million books to 26 countries around the world, giving the opportunity to read to those that need it most.*

Book Aid International

2 READING STARS CHALLENGE

From reading a laugh-out-loud book to finding the most unusual place to share a story, little ones will have fun reaching all their stars and raising funds at the same time.

Download a sponsorship form from our fundraising page.



3 WORLD BOOK DAY BADGES

These special badges can be earned by completing activities from the free World Book Day Challenge Pack created in partnership with Pawprint Family. Up to 50p of every badge sold goes directly to supporting our work and the badges can be used as incentives and prizes!



Exclusive for 2021

4 DESIGN & DONATE

Get creative and encourage children to let their imaginations run wild. Why not get inventive and create characters from potatoes or wooden spoons or ask families to create them at home?







5 WORLD BOOK DAY T-SHIRTS

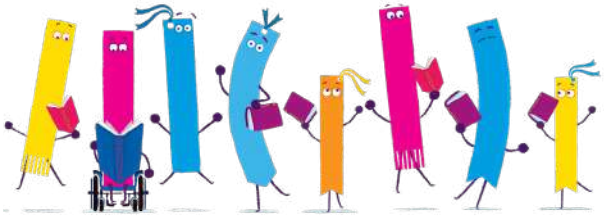
Buy one of our brilliant World Book Day t-shirts featuring designs from the World Book Day 2021 illustrator Rob Biddulph and help support our work with money from every sale going directly to World Book Day.

Brand NEW for 2021



In partnership with goodstitch.org.uk

Many of our fundraising ideas can be adapted to be covid-safe. For example, why not host a book-before-bedtime event on zoom and charge £1 for families to join in? For more ideas, visit **worldbookday.com/fundraising.**



On your **bookmarks, get set, draw!**

Design a National Book Token competition 2021

You, your little ones and your nursery or pre-school could win HUNDREDS of pounds worth of books with our fantastic National Book Tokens **DESIGN A BOOK TOKEN** competition.

One lucky winner's design will be made into a real life National Book Tokens gift card and distributed across bookshops nationwide in time for Christmas! And there are National Book Tokens galore to be won too – just imagine all those beautiful new books for your bookshelves.

To take part, your children simply have to make their mark on the template and design a brand new National Book Tokens gift card.

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.**



2020's winner by Samia, aged 10



2019's winner by Molly, aged 14

FIRST PRIZE
in each age range wins:

- £250 National Book Tokens for the nursery/ pre-school
- £100 National Book Tokens for the child
- £100 National Book Tokens for the nursery leader

SECOND PRIZE
in each age range wins:

- £150 National Book Tokens for the nursery/ pre-school
- £50 National Book Tokens for the child
- £50 National Book Tokens for the nursery leader



Tips for creating your design . . .
Imagine your new gift card is in a shop with lots of others – what will make it stand out? How can you make your design really book-y?

How to enter:

All entries should be produced on **A4 paper using the template** at the web link below. Please ensure you provide the child's name and age, and your contact details, on the second page of the form.

The closing date for entries is **Friday 2 April 2021**. Winners will be announced in May 2021.

FIND OUT MORE, download an entry form and see terms & conditions to enter at worldbookday.com/competitions/design-a-national-book-token-2021/

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

worldbookdayuk **WorldBookDayUK** **worldbookdaysocial** **youtube.com/WorldBookDayUK**

Changing lives through a love of books and shared reading.

World Book Day is a registered charity funded by publishers and booksellers in the UK & Ireland.