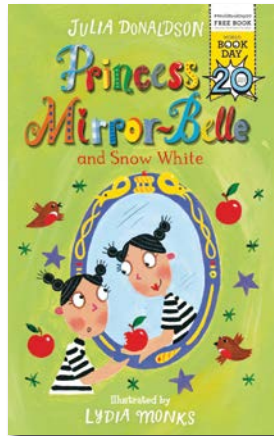




CELEBRATE

WORLD BOOK DAY

20
2 MARCH 2017



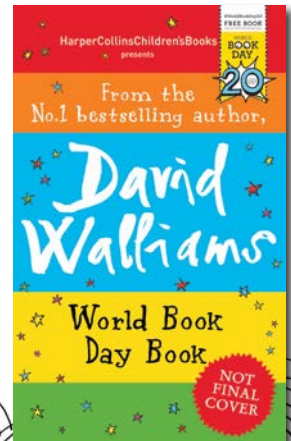
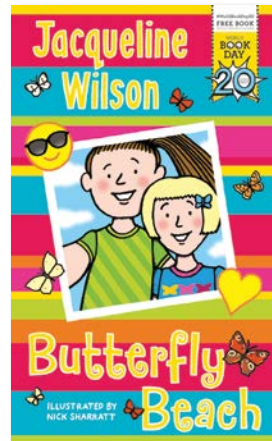
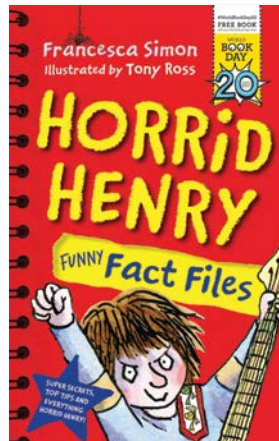
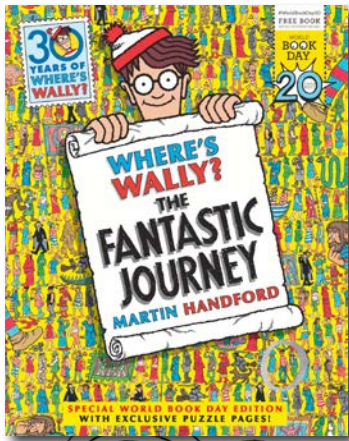
RNIB

For braille & audio*
Tel: 0303 123 9999

GUIDE BOOKS

For large print
Tel: 0118 983 8275

*All titles except
Where's Wally?



PRIMARY RESOURCE PACK

Welcome to your World Book Day 20th birthday resource pack, full of fun ways to run a Day of Celebration on the world's bookiest day.



20

BRILLIANT BOOKY THINGS TO DO

TO CELEBRATE World Book Day

GIVE OUT YOUR BOOK TOKENS

Make sure every child in your school gets their £1 book token. The book tokens are the most important part of World Book Day, allowing children to get their FREE £1 book or to get £1 off any book or audiobook costing £2.99 or more.

- Distribute your £1 book tokens within the redemption period (27 February-26 March) and explain how they can be used.
- Tokens can be redeemed at thousands of independent bookshops, Waterstones, WHSmith, Asda, Morrisons, Sainsbury's & Tesco stores nationwide. Find your local bookseller at booksellers.org.uk/bookshopsearch
- See all of 2017's World Book Day books at worldbookday.com/books
- Please DON'T try to redeem more than one £1 book token at a time.



DISCOVER 20 BRIGHT, BOOKY IDEAS

We LOVE hearing the creative ways you promote reading for pleasure. Be inspired by our favourite ideas shared by fellow teachers and librarians to use on World Book Day or any day. worldbookday.com/resources/primary



SING THE WBD SONG

Use your music lessons in advance to learn our new song *Books, We Cannot Live Without 'Em* to perform at your assembly. Created by the first World Book Day Award winners, Hexthorpe Primary School. worldbookday.com/resources/



FUNDRAISE

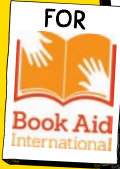
World Book Day is the perfect opportunity to fundraise for charities who put books into the hands of children who need them most. Bake sales, sponsored silences, pupils' art auctions - there are so many ways to raise money to help others enjoy books.

RUN A Readathon

Inspire and motivate children to read by raising sponsorship to help buy books for children in hospital. Order your free kit at readathon.org/order

FUNDRAISING IDEA

DRESS UP TO CHANGE LIVES



BRING YOUR FAVOURITE BOOK CHARACTER TO LIFE

FIND OUT MORE AT bookaid.org/worldbookday

£1 TO TAKE PART

38 BUDGET-BEATING creative costume IDEAS

For every £2 donated, Book Aid International can send a new book to a library or school in Africa



PLAN YOUR BESPOKE DAY OF CELEBRATION

Our flexible NEW menu of activities has been designed to guide you, while helping you craft the perfect lessons to celebrate reading all day. Find our fantastic day-long outline at worldbookday.com/resources/primary/

HOST A WORLD BOOK DAY ASSEMBLY

Use our brand new assembly PowerPoint presentation and guidance notes to kick the day off. Edit and add your own slides to create your own bespoke plan. worldbookday.com/resources/primary/

CHECK YOUR LIST!

Start your planning as you mean to go on. Download our quickfire checklist to ensure you have everything in place in the run-up to your celebration. worldbookday.com/resources

LISTEN

TO A WORLD OF STORIES ONLINE

Our new podcasts feature unmissable audio excerpts of essential children's books for all ages, brought to life by a host of brilliant storytellers.

worldbookday.com/podcasts

35
PODCASTS
TO DISCOVER

NEW!
LAUNCHING
1 February

SEE

WHAT THE NATIONAL LITERACY TRUST HAS TO OFFER

They work with teachers across the UK to promote reading for enjoyment. They have a wealth of support materials waiting for you at literacytrust.org.uk/rfe and literacytrust.org.uk/CPD

National Literacy Trust

TRY SOMETHING NEW

These organisations have ideas galore to help you explore reading in all its forms:

- clipe.org.uk - development projects including *The Power of Reading* and *The Power of Pictures* and free teaching resources
- nationalpoetryday.co.uk - great ways to get your school enjoying poetry
- twinkl.co.uk - unique, teacher-created teacher resources

MAKE YOUR OWN BOOKS

EXCLUSIVE NEW book-making templates for all levels, created by paper wizard, Paul Johnson. worldbookday.com/resources



VISIT WORLDBOOKDAY.COM

24
HOURS A DAY

7
DAYS A WEEK



52
WEEKS A YEAR

Keep up-to-date with the latest books, news, resources, events and competitions all year round. The FREE WORLD BOOK DAY TOOLKIT has absolutely everything you need to prepare, from logos and branding to brand new display material.

JOIN THE CONVERSATION

GET SNAP HAPPY

Share your fun, photos and ideas with #WorldBookDay20

 @WorldBookDayUK
 /worldbookdayuk

TAKE THE QUIZ!

Exclusive fun mini quizzes based on the £1 World Book Day books and other books by the WBD authors, available from 9 January - end April 2017. Find more details on your Take the Quiz flyer enclosed in this pack. takethequiz.co.uk

USE YOUR LOCAL LIBRARY

- Plan a class visit to inspire children to decide which book character to be for WBD!
- Involve parents/carers & arrange for pupils who aren't members to join
- Use the interactive Book Sorter in class to help children find books they'll enjoy

summerreadingchallenge.org.uk/book-sorter

J.K. ROWLING HARRY POTTER

FABULOUS prizes to be won every week in March

WIN ONE OF TWO MAGICAL FAMILY HOLIDAYS

to Universal Orlando Resort™ or Universal Studios Hollywood™ including flights, FIVE nights' accommodation and theme park tickets, worth over £5,000 each

PLUS £800 of National Book Tokens and full sets of the Harry Potter™ books, Jim Kay's illustrated editions and brand new editions of the Hogwarts™ Library books, plus goodie bags!

UNIVERSAL PARKS & RESORTS

Find out more & how to enter on your book token or visit WORLDBOOKDAY.COM/WIN from 27 FEBRUARY.



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MAKE BOOKS YOUR BAG

Tap into your local booksellers' expert knowledge when ordering books, updating your library or organising events on World Book Day and all year round.

- Many bookshops run reading groups, book sales or advice sessions for teachers and parents and they have excellent links with publishers and authors.
- Ask your local bookseller to visit your school to share their infectious enthusiasm and love of reading.

Contact sharon.benton@booksellers.org.uk to link up with a local School Book Suppliers member, or contact your LEA to find out if they have an Education Library Services arm.

20 BRIGHT IDEAS

TO KICKSTART WORLD BOOK DAY IN YOUR SCHOOL

READING TOGETHER

1

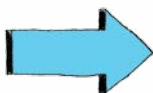
WHOLE SCHOOL READING

try one of these for fixed times or when the bell rings throughout the whole day and everyone must grab their nearest book to read:

DEAR: Drop Everything and Read.

DEAR: Drop Everything and Reflect.

ERIC: Everyone Reads In Class.



2

BOOK BLITZ children share a favourite book with a friend. They read it to them and tell them why they love it in 1 minute, then swap.

3

PAIRED READING older children read with younger children.



4

SWAPSIES teachers swap classes and read their favourite book or poem.

WRITING

5

STORYCRAFTING children write a short story to make a class anthology. Take a look at our author writing tips in Storycraft worldbookday.com/Storycraftvideos.



6

WEIRD WRITE-ALL children write one paragraph or page of a story and pass it on to create a (rather strange!) combined story.

7

AUTHOR AND ILLUSTRATOR RESEARCH children research their favourite author or illustrator and write about their life and books (a good one if you're completing Arts Award!).

DRESSING UP & FUNDRAISING

8

COSTUME PARADE children model their literary outfits, hats or masks, and recite a line, make an action, or explain why they like the character to the rest of the class.

9

CHARACTER STUDY children present their chosen character to classmates, talking about the values they represent, e.g. Mary Poppins is caring, Charlie Bucket loves his family.

10

MAKE PROPS to wear together, create masks, glasses, beards or whole costumes using Book Aid International's downloadable activity sheets. Children can be a whole range of characters and raise money for charity at the same time.



11

RUN A BOOK SWAP THEME DAY or FESTIVAL OF THE IMAGINATION

create lots of fairground stalls eg Swap a Book, Hook a Duck, Madame Bibliothèque telling reading futures, the magic of books with a magician, etc.

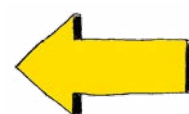
12

HOLD A BOOK SALE, BOOK SWAP or BOOK FAIR.

GET QUIZZICAL

13

RUN A QUIZ try The Bumper Book Quiz or create your own. worldbookday.com/quiz



14

GUESS MY BOOK literary charades for children and teachers or Who Am I? quiz where teachers provide a title for their own 'autobiography' and children have to match the teacher to the title.

15

STORY SACKS AND BOOK BOXES children place items in a shoe box or sack linked to a particular book for their classmates to guess.

16

SPELLING BEE have fun with words like 'splendiferous' and 'Gruffalo'. Prizes could include book vouchers or stationery.

17

RUN A READATHON a sponsored read for a week or a month.

DESIGN & DECORATE

18

DESIGN A BOOK COVER, poster, bookmark or book bunting to decorate the school or library – pupils can design the using their favourite book jackets or reading slogans.

19

Decorate a door with a book theme – each with a different book title.

20

CREATE BOOK CHARACTERS from potatoes, wooden spoons or hard-boiled eggs.

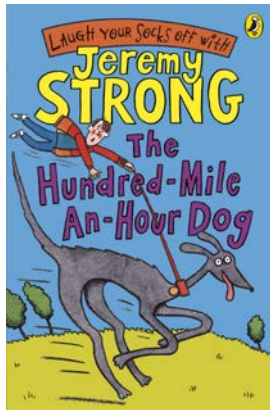


A WORLD of STORIES online

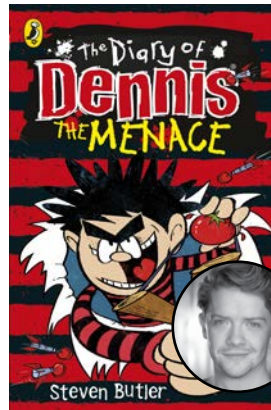
Welcome to our wonderful world of stories – a brand new range of podcasts featuring excerpt from a range of brilliant books (and full picture books) created by brilliant authors and illustrators and brought to life by brilliant actors on audio, to help children and young people of all ages discover exciting new authors and essential stories.

35
PODCASTS
TO DISCOVER

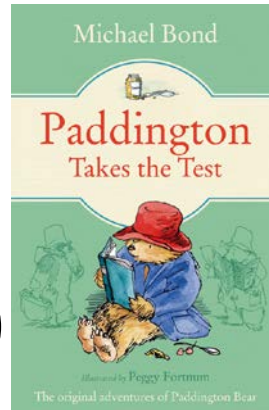
NEW!
LAUNCHING
1 February



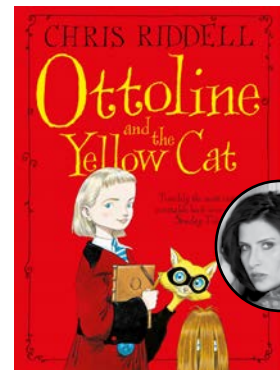
Read by Martin Clunes



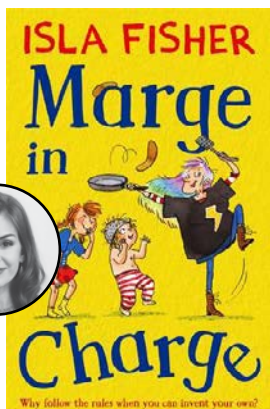
Read by Steven Butler



Read by Hugh Bonneville



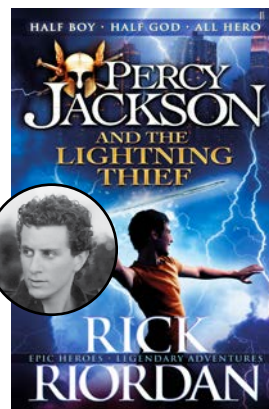
Read by Ronnie Ancona



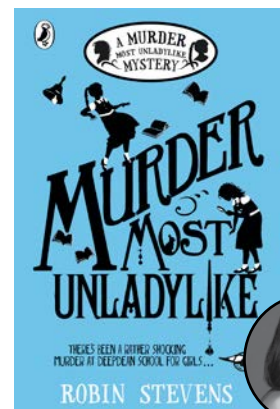
Read by Isla Fisher



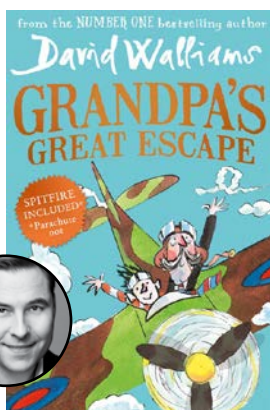
Read by Derek Jacobi



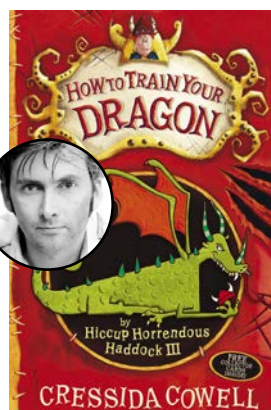
Read by Jesse Bernstein



Read by Gemma Chan



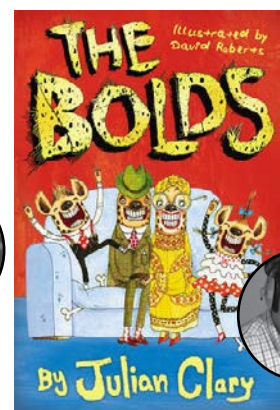
Read by David Walliams



Read by David Tennant



Read by Gordon Griffiths



Read by Julian Clary

WHY LISTEN TO AUDIOBOOKS?

Recent research shows the fantastic benefits of audio to learning how to read: Increases accuracy, Teaches pronunciation, Improves fluency, Increases reading speed & Expands vocabulary

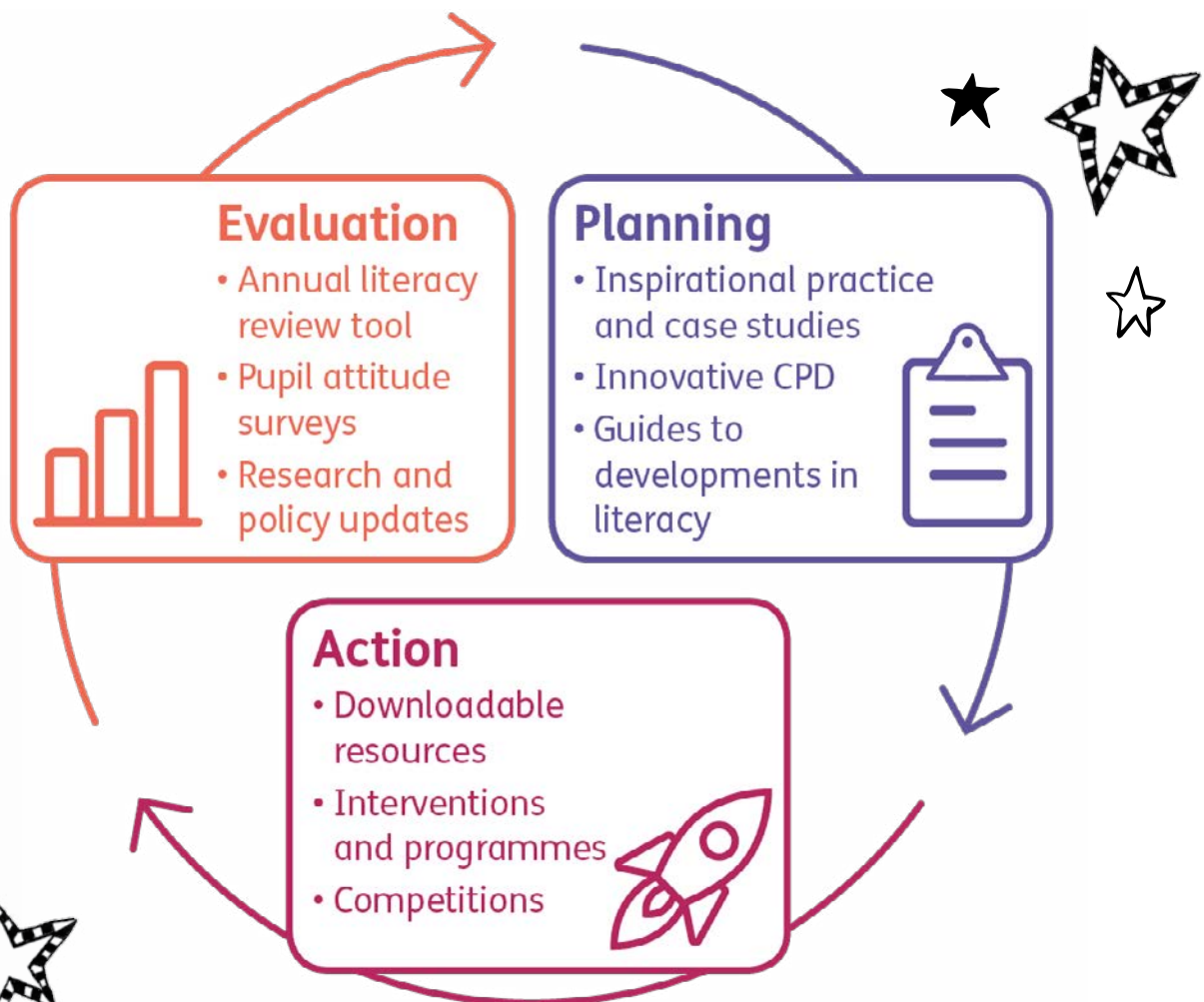
(Source: Bolinda Publishing)

National Literacy Trust

The **National Literacy Trust** works with **thousands of teachers and practitioners** across the UK to support their delivery of outstanding literacy provision.

Together we can continue to raise literacy levels and improve outcomes for young people.

- **FREE RESOURCES** that you can **download, print and share** with colleagues
- **COMPETITIONS** to get pupils, parents and classrooms **excited about reading and writing**
- **ONLINE NETWORK** where members can **access tools and inspiration** to develop great provision
- **WORKSHOPS** to target areas of literacy most in need of attention
- **CPD** to develop sustainable strategies that put literacy at the heart of school improvement
- **RESEARCH**, policy and case studies from the UK's thought leaders in literacy to keep you updated




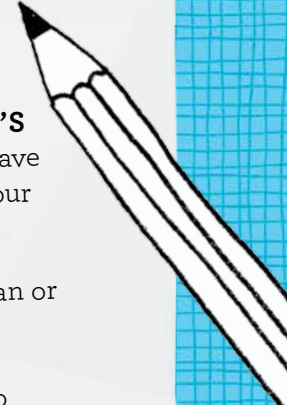


WORLD BOOK DAY CHECKLIST



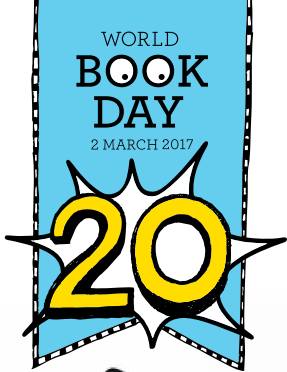
Your cut-out-and-keep checklist of the key things to do to prepare for the BIG Day!



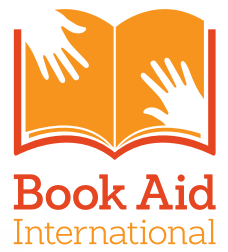
- DESIGN YOUR ACTIVITIES** – think about what you want pupils to actually do on World Book Day. We have flexible menus of ideas for each age group, from 5-minute games to a whole day of general literary merriment across the curriculum.
 - GET OTHER STAFF AND PUPILS INVOLVED** in the planning and running of the day – it's easier to share the workload, and they'll enjoy it!
 - It's all about the books on World Book Day (obvs). **GO THROUGH 2017'S WORLD BOOK DAY BOOK SELECTION** with your students. If you have a good relationship with your local bookshop, you **MAY** be able to order your pupils' chosen titles, to avoid disappointment.
 - Book your **SPECIAL VISITOR**. It could be an author, illustrator, librarian or bookseller. They'll help to bring the magic of books alive!
 - Plan your visit to the bookshop or set up a pop-up shop in your school to **REDEEM THE WORLD BOOK DAY BOOK TOKENS**.
 - PLAN YOUR WORLD BOOK DAY ASSEMBLY** (we've done the hard work for you, so download our presentations from worldbookday.com/resources).
 - If you're **DRESSING UP** as your favourite book character, start planning props and simple costumes with plenty of time in advance (see lots of quick and easy upcycling ideas and prop templates at bookaid.org/worldbookday) to be created as an art/craft activity. Don't forget a copy of the book too!
 - LET PARENTS KNOW** what you're doing for World Book Day, and invite them to be part of the celebrations.
 - DECORATE** your school, be it the library, communal areas, the hall, book boxes or doors of every classroom. This is a brilliant way to get the creative juices flowing and bring the whole school together.
 - HAVE FUN!** Whatever you have planned, ensure your World Book Day has a special party feel. It is our 20th birthday celebration after all!
- 

FIND EVERYTHING YOU NEED TO PREPARE AT WORLDBOOKDAY.COM





Bring YOUR favourite book character to life on World Book Day!



DONATE £1* TO DRESS UP

Help make a HUGE difference to thousands of children's lives
www.bookaid.org/worldbookday

Thursday 2 March 2017

Easy step-by-step character costumes
38
DRESSING UP IDEAS
Full costumes to simple props



For every £2** you donate, we can send a new children's book to a school or library in Africa

@Book_Aid #BeTheBook



SUPPORTED BY
© Book Aid International, Registered Charity no. 313869, Company no. 880754, 39-41 Coldharbour Lane, London SE5 9NR

DESIGN A NATIONAL BOOK TOKEN COMPETITION

DOODLE SOMETHING BOOKY

Happy Doodling!

CALLING ALL BUDDING ILLUSTRATORS!

It's time to go DOODLE CRAZY for this year's fantastic DESIGN A NATIONAL BOOK TOKEN COMPETITION.

The overall winner's design will be made into a real National Book Token gift card and distributed to hundreds of bookshops nationwide in time for Christmas - plus there are heaps of National Book Tokens to be won!



ENTER NOW by asking your pupils to design a booky-themed Book Token.

2016'S WINNING DESIGN



FIRST PRIZE in each age range

- £500 National Book Tokens for the school
- £200 National Book Tokens for the child
- £200 National Book Tokens for the teacher

SECOND PRIZE in each age range

- £250 National Book Tokens for the school
- £100 National Book Tokens for the child
- £100 National Book Tokens for the teacher

PLUS 5 of our favourite entries in EACH age category will be added to the online Oodles of Doodles Gallery for everyone to see

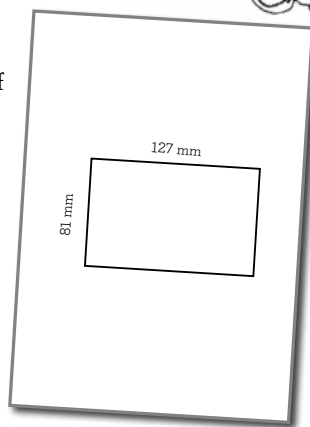
HOW TO ENTER

All entries should be produced on A4 paper in portrait format (h 81mm x w 127mm), using the template provided. A panel of judges will select a winner and runner-up in each of three age categories: up to 8 years, 9-12 years, 13-16 years.

Every entry must be signed by the teacher, who must print in capitals on the reverse of the entry the pupil's full name and age, school name, address and phone number. Send entries to:

World Book Day Design a Book Token Competition, Book Tokens Ltd, 6 Bell Yard, London WC2A 2JR.

Download a template and see the terms and conditions at worldbookday.com/oodles-of-doodles



Closing date for entries is **FRIDAY 14 APRIL 2017**. Winners will be announced in the summer of 2017.

NATIONAL BOOK tokens

PLUS to celebrate 20 YEARS OF WORLD BOOK DAY, and to fire up you pupils' imaginations, see our amazing new OODLES OF DOODLES GALLERY at worldbookday.com/oodles-of-doodles.

YOU'LL FIND DOODLES BY:

- CHRIS RIDDELL
- GRESSIDA COWELL
- NICK SHARRATT
- SHIRLEY HUGHES
- ALEX T. SMITH
- LIZ PICHON
- DAVID ROBERTS

WORLD BOOK DAY

CELEBRATE STORIES. LOVE READING.

World Book Day is a small, independent charity, funded by our sponsor National Book Tokens, publishers and booksellers.

Our message now is the same as when we were founded 20 years ago: to give children access to books and to show that reading is fun, accessible, exciting and has the power to transform lives.

We want every child and young person to explore the wonderful world of books and bookshops, and the many amazing places they can take your imagination.

Thank you for all the work that you do to make World Book Day happen every year. We couldn't make it happen without you!

Happy Birthday to us, and happy reading to you all...