WORLD BOOK DAY
5 MARCH 2020

THURSDAY 5 MARCH

SPONSORED BY NATIONAL BOOK tokens




# WELCOME TO YOUR WORLD BOOK DAY 2020 PLANNER

**SHARING STORIES ANY TIME FROM BREAKFAST TILL BEDTIME, FOR JUST 10 MINUTES A DAY, WILL HAVE A LASTING IMPACT ON EVERY CHILD'S FUTURE.**

## WHAT'S INSIDE?

This year, we've done the planning for you! This pack outlines all you need to take part in our **Share a Million Stories campaign** and is broken down into **key classroom activities** for January, February and March, to help you prepare for World Book Day on **Thursday 5 March**.

## WHAT IS SHARE A MILLION STORIES?

We're inviting EVERYONE nationwide to **join our reading revolution** and spread the love of books and reading for pleasure, both in school and at home.

Will your school help us reach our goal of ***one million stories shared across the UK & Ireland*** **for the chance to WIN £1,000 OF BOOKS every week** during World Book Day month?

FSC www.fsc.org MIX Paper from responsible sources FSC® C006999



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

JANUARY

# SHARE A MILLION STORIES: GET INVOLVED IN EIGHT EASY STEPS

We want EVERYONE to **spread the love of books and reading for pleasure,** both in **school** and **at home**. This is our **biggest** ambition to date – will YOU help us **change children's lives** and **make story-sharing the habit of a lifetime**? Here's how:



**STEP 1 – REGISTER** to take part in Share a Million Stories.

**STEP 2 – SET READING TARGETS** for your class, library or school – how many stories will you share in World Book Day month (**27 February-29 March**)?

**STEP 3 – CREATE A SHARE-O-METER** (use **Rob Biddulph**'s as inspiration), put *your* target at the top and display it in your classroom/reception to measure and showcase your progress. The pointer on Pull-out **Activity 1** can move up your Share-O-meter as your total grows.

**STEP 4 – DISCUSS** Share a Million Stories with your class and remind them that **ALL** reading (for a minimum of 10 minutes a day) counts towards a story share, from books to comics, magazines to audiobooks.

**STEP 5 – COPY** and **give** a **Share A Story Reading Record** to every pupil (see Pull-out **Activity 2** for further info).

**STEP 6 – RECORD** the NUMBER of stories your pupils are sharing via your profile and update the total on your Share-O-Meter. You can do this as often as you like, but weekly may be easiest – and watch the stories grow! **This step is VERY IMPORTANT!**

**STEP 7 – ENCOURAGE** your parents and community to get involved.

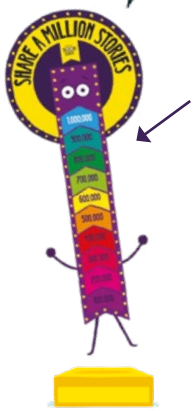
**STEP 8 – KEEP UPDATED** on the LIVE national total. Celebrate your success as a school once you meet your target – and keep reading & sharing!

**WHAT IS A STORY SHARE?**
We're counting HOW MANY stories are shared, so one story share is equal to the number of people listening e.g. a 10-minute story shared in assembly = 300 story shares, ten minutes reading aloud to your class = 30 story shares, etc.

**REGISTER NOW.**
**5 SCHOOLS COULD WIN £1,000 OF STORIES TO SHARE!**
TERMS & CONDITIONS APPLY.

You can work with your local bookshop on storytelling and other Share A Story activities!

**IT'S EASY!**




Your minutes count for **Read for 200 Million Minutes** too!

**To register, find resources and keep updated on the live national total visit:**
**WORLDBOOKDAY.COM/SHARE-A-MILLION-STORIES**



'World Book Day is such a fantastic way to get young people immersed in reading.' ***Matt Haig***



# WHY IS SHARING STORIES SO CRUCIAL?

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

The Organisation for Economic Co-operation & Development

Your feedback tells us that our Share a Story message encourages parents and children to spend at **least 10 minutes** sharing a story every day. World Book Day changes reading habits and makes a difference.



# AND DID YOU KNOW?

**Reading for pleasure is in decline:**

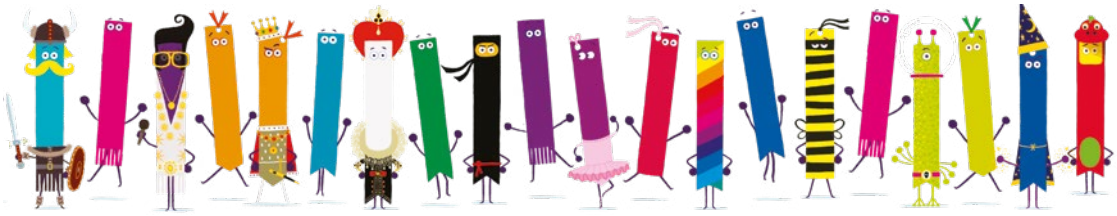
- Only **29%** of 0-13s read for pleasure daily (down from 30% in 2017)

Source: Children's Reading for Pleasure: Trends and Challenges, Egmont, 2019

**The number of parents sharing stories with their children is also in steep decline**

- Only **56%** of 3-4-year-olds are read to daily or nearly every day (69% in 2013)
- Fewer than **19%** of 8-10-year-olds are read to daily or nearly every day (down from 25%)

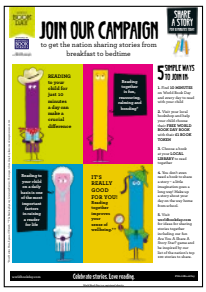
Source: Understanding the Children's Book Consumer Nielsen, 2018



# DON'T MISS OUR AMAZING RANGE OF SHARE A STORY RESOURCES:

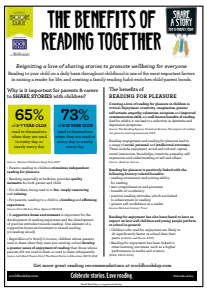
**Resources**, **activities** and **ideas** for your World Book Day celebration. Available to download from **worldbookday.com/share-a-million-stories** and **worldbookday.com/share-your-ideas** our selection of resources can help you bring Share a Story to life in your classroom, including:

- **Assembly Plan & guidelines**
- **Ideas from teachers & librarians**
- **Share a Story Reading Stars game**
- **Ten Tips for sharing stories**
- **Quizzes**





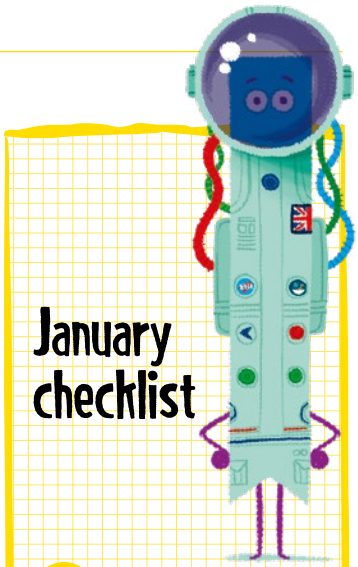










# January checklist

**1 REGISTER** your class to Share a Million Stories now at **worldbookday.com/share-a-million-stories.** ☐

**2 USE page 4** of the pull-out to encourage understanding of the different ways we share stories with others. ☐

**3 SET** targets together for becoming a Share A Story School and start creating your Share-O-Meter. ☐

**4 NOMINATE** some pupil Share a Million Stories Ambassadors. Ask them to create a **World Book Day Takeover** assembly to share the reading revolution with their classmates. ☐

**5 SIGN UP** for your Big Booky Breaktime fundraising pack for Book Aid International. See **page 8** for full details **bookaid.org/bigbookybreaktime.** ☐



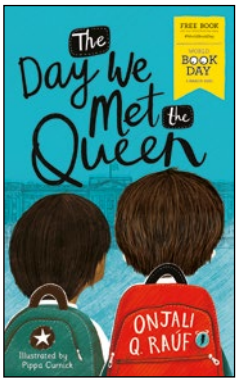
'I have always said that **Reading Gives You Superpowers** and it's an honour to be part of the biggest celebration of reading for pleasure that aims to give every child access to books.' ***Dav Pilkey***

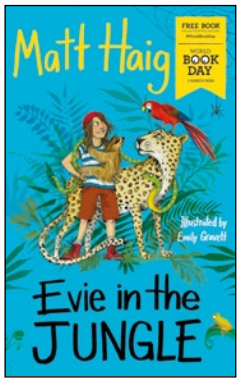
FEBRUARY

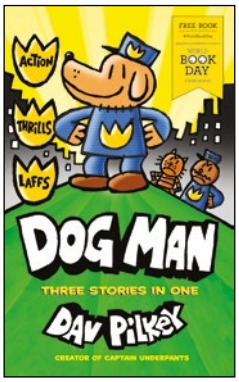
# PRESENTING THIS YEAR'S BRILLIANT £1 BOOKS!

**OTHER FORMATS AVAILABLE.**
For braille & audio
Tel: 0303 123 9999
For large print
Tel: 0118 9838275

GUIDE DOGS RNIB

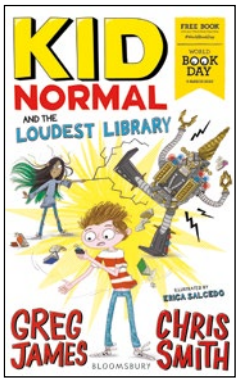


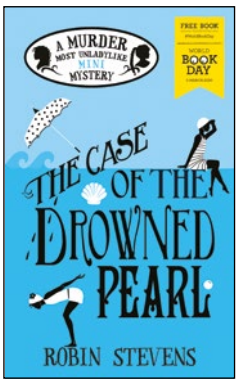



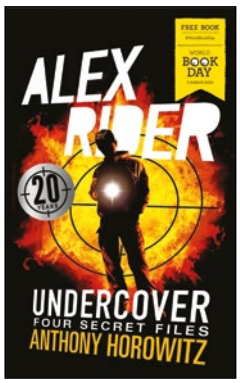













From mystery to adventure, superpowers to spies, there's something for EVERYONE

## AMAZING AUDIOBOOKS – FREE TO STREAM!




Encourage pupils to **listen to stories being read aloud** – even for just 10 minutes a day, to **positively affect** their own reading aloud skills, allow them to access a **wider variety** of books and **bring the characters to life.**

**From 27 February – 29 March, these marvellous stories will be available for teachers, parents and carers to stream for FREE.**

Audiobooks count towards your **Share A Million Stories target!**

**worldbookday.com/world-of-stories**

**From Thursday 27 February**, please ensure every child in your class receives their token to swap for a **FREE £1 BOOK** of their choice at a favourite local bookseller. Alternatively, the token can be used to get **£1 OFF** a book costing £2.99 or more. The book token is valid from **27 February – 29 March 2020**.






**Find out more** about the £1 books, **read extracts** and Toppsta **children's reviews** at worldbookday.com/books



'A whole day to celebrate BOOKS, BOOKS, BOOKS . . . Beneath every beautifully illustrated book cover is a whole new world waiting to be discovered.' ***Laura Ellen Anderson***



REGISTER FROM 6 JANUARY
AVAILABLE FROM 10 FEBRUARY

# NEW FOR 2020: AUTHOR AND ILLUSTRATOR MASTERCLASSES SERIES 2

**FREE!** Watch the video & download the corresponding resource for each author – the perfect hour for your pupils, ready-made!



11 new films with a focus on **Reading for Empathy, writing** and **illustration,** plus creative **Share a Story challenges** for your class. To be screened at school or home at ANY TIME at worldbookday.com/online-masterclasses.

## FOR YOUNGER BOOKWORMS

**PAMELA BUTCHART**



**MATT HAIG**



**SOPHY HENN**



**FRANCESCA SIMON & STEVEN BUTLER**



## FOR BIGGER BOOKWORMS

**LAURA ELLEN ANDERSON & JAMIE LITTLER**



**EOIN COLFER**



**WATERSTONES CHILDREN'S LAUREATE**
**CRESSIDA COWELL**



**ONJALI Q. RAÚF**



**GREG JAMES & CHRIS SMITH**



**KATHERINE RUNDELL**



**MATTHEW SYED**





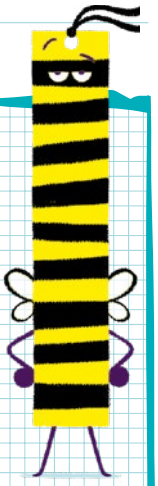
RESOURCES CREATED IN ASSOCIATION WITH SHAPES for schools

## GET READY TO SHARE A MILLION STORIES

Remember to photocopy and give each child their Share A Story Reading Record (**Activity 2** of the pull-out). To be used at home/in school to capture every story shared, to be added to your Share-O-Meter.




## February checklist



1. **SHOW** your class this year's £1 books and discuss which books they'd like to read and exchange their tokens for. ☐
2. **CHOOSE** a free audiobook to stream in your class and create reading/writing exercises around it OR make sure parents are aware the audiobooks are available to share at home. ☐
3. **ENSURE** your Share-O-Meter is ready and kick-off your daily story-sharing from 27 February. ☐
4. **PHOTOCOPY** and hand out the Share A Story Reading Records to each child. ☐
5. **GIVE** every child in your class their £1 token. Please remind them to give their token to parents/carers who can help them choose their book at a favourite local bookshop or supermarket. See the full list at: **worldbookday.com** ☐



'I love that there is such a thing as a Book Day for everyone to join in on, where stories – as opposed to the latest trending show; or computer game; or must-have whatevers – take centre stage.' *Onjali Q. Raúf*

WORLD BOOK DAY

Illustrated by Rob Biddulph

PULL-OUT ACTIVITY 1

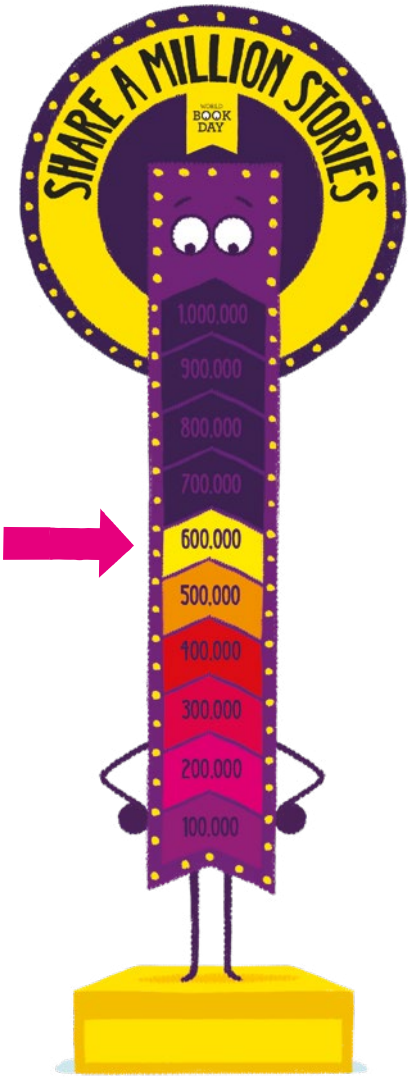
# SHARE-O-METER POINTER

Use this arrow with your Share-O-Meter to show how many stories you have shared.

PLEASE PHOTOCOPY THIS SHEET








SPONSORED BY NATIONAL BOOK tokens

WORLD BOOK DAY

Illustrated by Rob Biddulph

PULL-OUT ACTIVITY 2

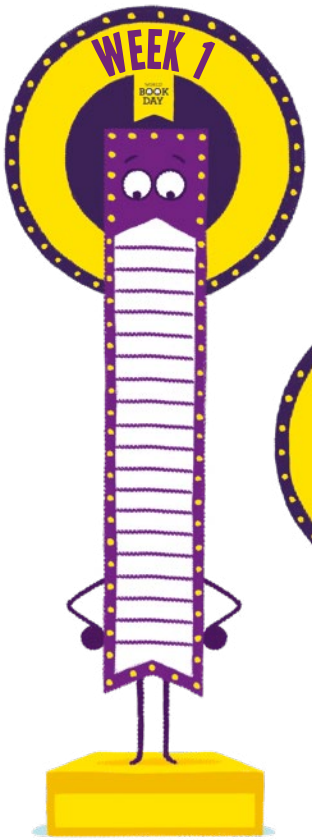
# MY SHARE A MILLION STORIES READING RECORD

PLEASE PHOTOCOPY THIS SHEET



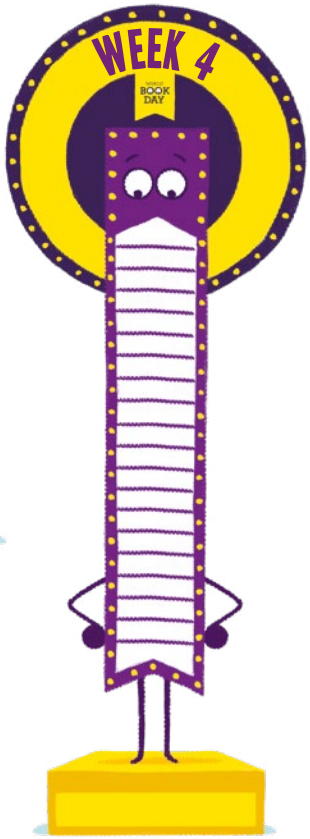
**COLOUR** or **TICK** a stripe every time you share a story for 10 minutes or more.

Name.....



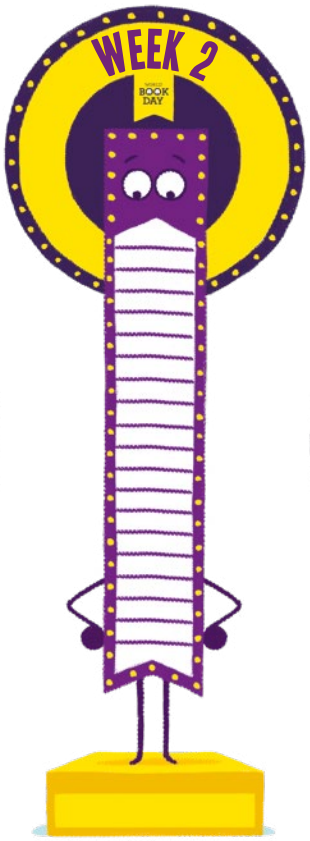

I shared

stories this week



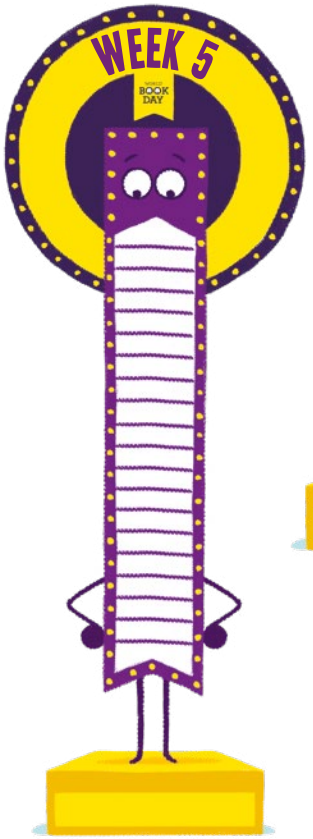

I shared

stories this week



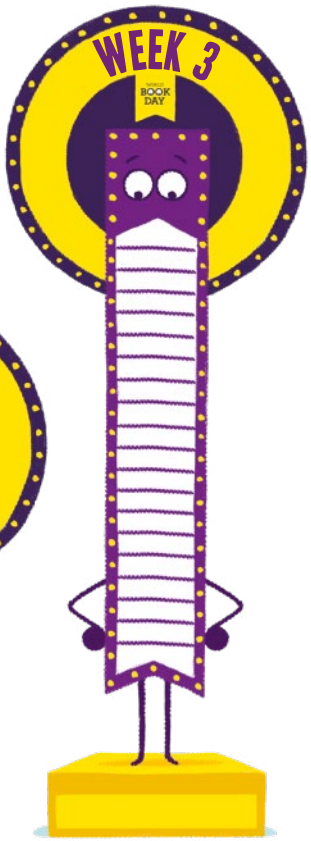

I shared

stories this week




I shared

stories this week




I shared

stories this week

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WORLD BOOK DAY

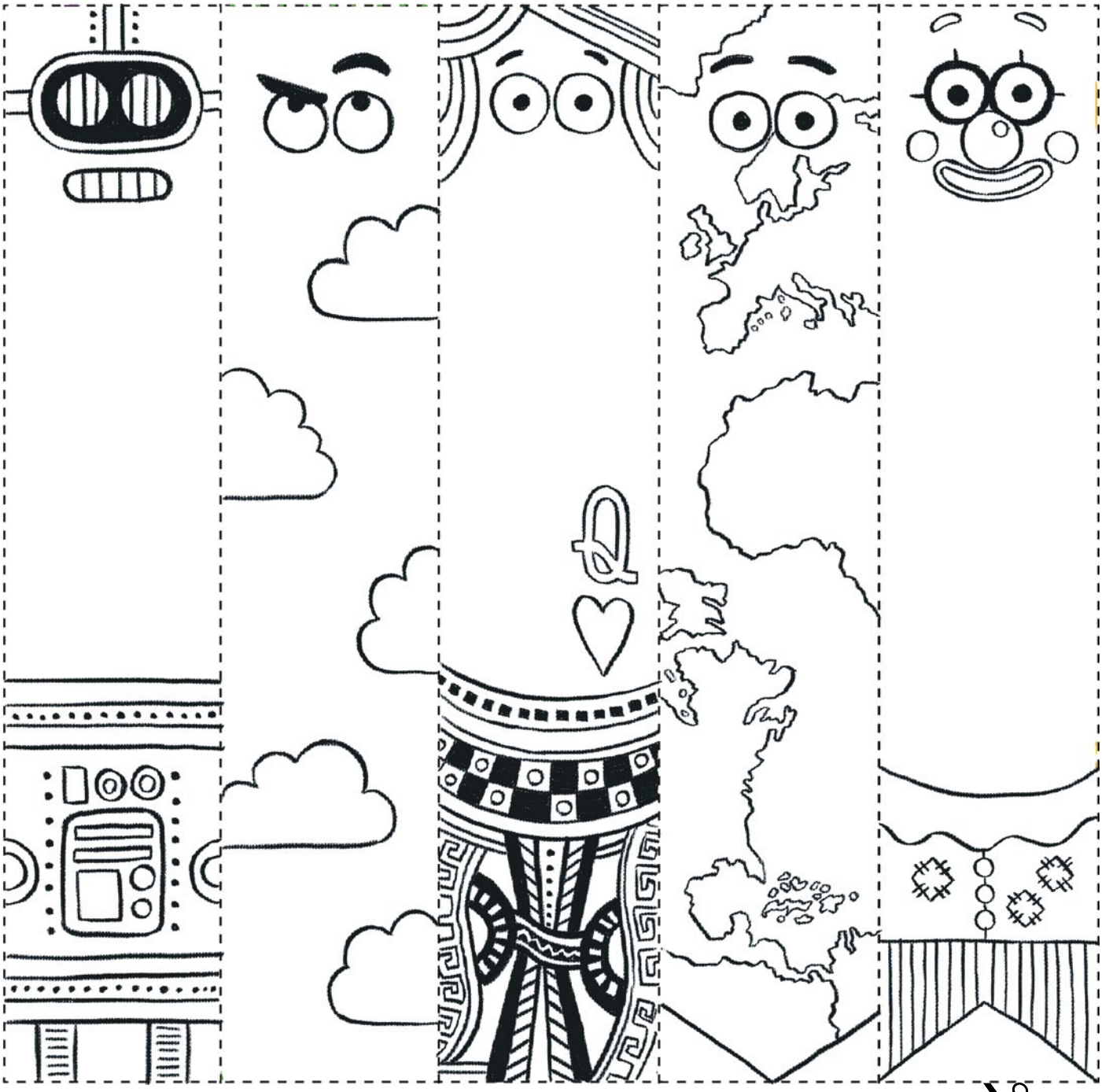
Illustrated by Rob Biddulph

PULL-OUT ACTIVITY 3

# MEET THE BOOKMARKS!

Get set to decorate these collectable bookmarks, created by illustrator Rob Biddulph. Cut them out, colour them in and never lose your place in your favourite book again.

PLEASE PHOTOCOPY THIS SHEET



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WORLD BOOK DAY

Illustrated by Rob Biddulph

PULL-OUT ACTIVITY 4

# SHARE A STORY BUBBLES!

Why do YOU love sharing stories? Think about your favourite stories and who you enjoy sharing them with. Write your answers in the bubbles below:

PLEASE PHOTOCOPY THIS SHEET



I like sharing stories because

I share stories with

My favourite story to share is

It's important to share stories because



My favourite character is

It's important to share stories because you make connections with other people. Reading is an infectious joy.

CRESSIDA COWELL,
WATERSTONES CHILDREN'S LAUREATE

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MARCH



# YOUR WORLD BOOK DAY TIMELINE PLANNER

From breakfast till bedtime



**FROM 8.30AM** Invite parents/carers to join a special **Share a Story Breakfast Club** and bring along a favourite book to share. Once pupils have arrived in class, encourage them to share stories in pairs and chart them on your Share-O-Meter.

**9.30AM** Host a **Share A Story-themed assembly** with your Share a Million Story Ambassadors, using our assembly outline. Available to download at **worldbookday.com/resources**.

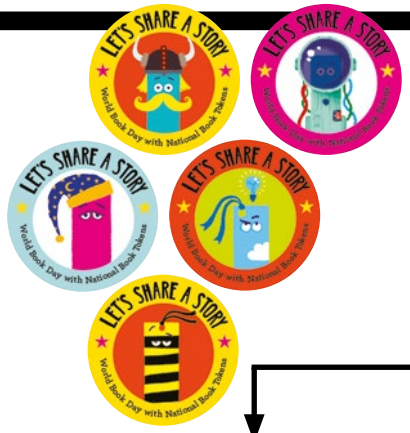
**FROM 10.30AM** It's **Big Booky Breaktime**! Using ideas from your Book Aid International fundraising pack, encourage children to do a Big Booky Book Swap!

**12PM** Why not plan a **Big Booky Buffet** with book-themed food, e.g. *Each Peach Pear Plum* pie, Mrs Twit's Wormy Spagetti and Morrigan Crow's custard tarts . . .

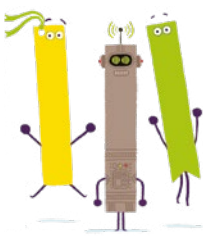
**1PM** It's time to enjoy one of our awesome **Author and Illustrator Masterclasses**, outlined on **page 5** – take your pick! **worldbookday.com/online-masterclasses**

**2PM** Cut out and colour in this year's **brilliant bookmarks**, illustrated by the very talented **Rob Biddulph**. Download and cut out the full set and use them as part of story and role play – or you could design your own.

**3PM** If you haven't already, **hand out the £1 book tokens and give each child their Let's Share a Story sticker**. *Please try to ensure that children who don't have books readily available at home can borrow a book from school to share.*




We hope this timeline is a useful guide – and we'd love to hear more of your ideas and celebrations at worldbookday.com/share-your-ideas.



## 7PM THE OFFICIAL WORLD BOOK DAY BEDTIME STORY: ROALD DAHL'S *THE WITCHES*






Remind parents and pupils to tune in to **The Official World Book Day Bedtime Story**!

**STANLEY TUCCI**, star of the upcoming film ***The Witches***, (in cinemas October 2020), reads exclusively from the original story (*in association with Puffin & Roald Dahl Story Company*).

**World Book Day, 5 March at 7pm on Facebook Live.**



'Every child, no matter their educational background, or their personal experiences should have the chance to enjoy reading. Sadly not every child does. World Book Day is an amazing initiative ensuring that every child can feel included and have a book of their own.' ***Matthew Syed***



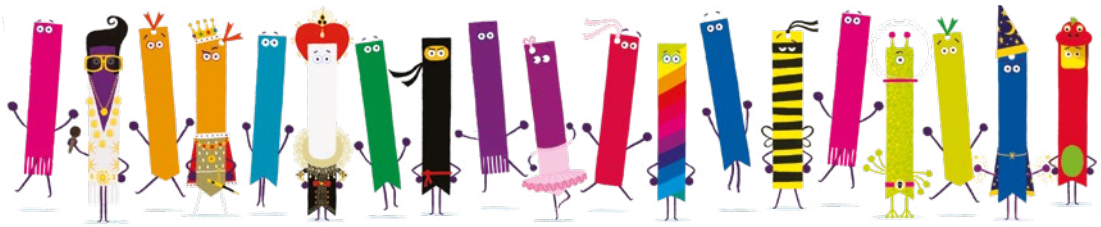


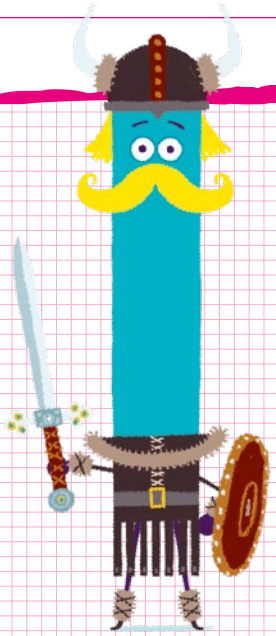
## WHAT ARE THE TOP 100 STORIES TO SHARE?

From *Amazing Grace* to *The Wind in the Willows*, *holes* to *The Hobbit*, if you'd like further inspiration on favourite books to share, go to **worldbookday.com/ideas/100-stories-to-share**. You can also **create your own class reading lists**.

Tweet us photos of your class sharing stories* & the books they're sharing **@WorldBookDayUK** – we'd love to hear from you *if you have permission.





## March checklist

**1 KEEP** encouraging children to use their Share a Story Reading Records throughout World Book Day month! The challenge ends on **29 March**. ☐

**2 UPDATE** your Share-O-Meter. ☐

**3 LOG** your class's Story Shares at **worldbookday.com/share-a-million-stories** ☐

**4 PHOTOCOPY** the World Book Day bookmarks activity sheet, ready for colouring in on 5 March (**Activity 3** of the pull-out). ☐

**5 CONTINUE** sharing stories beyond World Book Day – all of our resources, specifically the Masterclasses – are available year-round. ☐



'World Book Day gets more books into the hands and brains of more kids – and for that reason alone it's incredible.' ***Greg James & Chris Smith***

# ON YOUR BOOKMARKS, GET SET, DRAW!

## DESIGN A NATIONAL BOOK TOKEN competition 2020

**You, your pupils and your school could win HUNDREDS of pounds worth of books with our fantastic National Book Tokens DESIGN A BOOK TOKEN competition.**

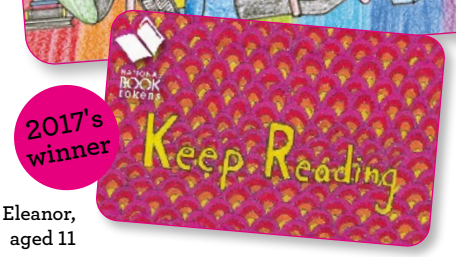
One lucky winner's design will be made into **a real-life National Book Tokens gift card**, to be distributed across bookshops nationwide in time for Christmas! And there are National Book Tokens galore to be won too – just imagine all those beautiful new books for your school's bookshelves . . .

To take part, your pupils 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**.




2019's winner

by Molly, aged 14




2017's winner

by Eleanor, aged 11

**FIRST PRIZE**
in each age range wins:
- **£250 National Book Tokens for the school**
- **£100 National Book Tokens for the pupil**
- **£100 National Book Tokens for the teacher**

**SECOND PRIZE**
in each age range wins
- **£150 National Book Tokens for the school**
- **£50 National Book Tokens for the pupil**
- **£50 National Book Tokens for the teacher**

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

The closing date for entries **Friday 10 April 2020**. Winners will be announced in early summer 2020.




MAKE YOUR MARK!

**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?

NATIONAL BOOK tokens

**FIND OUT MORE**, download an entry form and see terms & conditions to enter at worldbookday.com/play-and-win/competitions


The BIG BOOKY BREAKTIME

## Because BOOKS aren't just for BEDTIME

A book can make all the difference for a child whose life has been shattered by conflict. **Every £2** donated helps send another book – and all the Big Booky Breaktime activities **put books at the heart of your fundraising**!

**Get your FREE fundraising pack at bookaid.org/bookybreaktime**

Share a story and change a life this World Book Day!

Book Aid International




'It's so important to not just show kids how exciting and fun reading can be, but to make sure that all children have access to great books.' ***Robin Stevens***

