WORLD BOOK DAY 20 2 MARCH 2017

JOIN OUR CELEBRATION

HOW TO SUPPORT WORLD BOOK DAY 2017

On **Thursday 2 March 2017**, we will be celebrating **20 amazing years of World Book Day** and encouraging the nation to **Do Something Booky**! We would love everyone – authors, illustrators, publishers, librarians, booksellers – to join in our fabulous celebration, so please help us to make our birthday the most memorable World Book Day yet! This is a brilliant opportunity to get involved, to help us to spread our reading message and increase footfall in bookshops and libraries, to make this the bookiest day of the year.

KEY MESSAGES

- Celebrating our 20th anniversary in 2017, World Book Day aims to encourage children to explore the pleasures of books and reading.
- World Book Day has been designated by UNESCO as a worldwide celebration of books and reading, and is observed in over 100 countries around the globe.
- There are 10 World Book Day £1 books (11 in Ireland) this year: ***Peppa Loves World Book Day*** (Ladybird); ***Everyone Loves Underpants*** by Claire Freedman and Ben Cort (Simon & Schuster Children's Books); ***Where's Wally? The Fantastic Journey*** by Martin Handford (Walker Books); ***Princess Mirror-Belle and Snow White*** by Julia Donaldson & Lydia Monks (Macmillan); ***Horrid Henry: Funny Fact Files*** by Francesca Simon (Orion Children's Books); ***Good Old Timmy and Other Stories*** by Enid Blyton (Hodder Children's Books); ***Blob*** by David Walliams (HarperCollins); ***Butterfly Beach*** by Jacqueline Wilson (Corgi); ***Island*** by David Almond (Hodder Children's Books); ***Dead of Night: A Front Lines Story*** by Michael Grant (Egmont); ***Fast Forward*** by Judi Curtin* (O'Brien Press) *IRELAND ONLY
- Use your book token! School children are entitled to receive a £1 World Book Day book token (or equivalent €1.50 book token in Ireland) to exchange for a FREE World Book Day book. The £1 World Book Day book token can be exchanged for one of the 10 (11 in Ireland) specially published World Book Day books, or is redeemable against any book or audio book costing £2.99 / €3.99 or more at a participating bookshop or book club.
- The redemption period for the £1 World Book Day book tokens is **27 February to 26 March 2017**.
- Visit your local bookshop or library to redeem your book token and find out about their booky happenings.

Illustrations © Liz Pichon. Photography © Simon Webb.

SPONSORED BY NATIONAL BOOK tokens

HOW YOU CAN HELP US

SHARE POSTS ON FACEBOOK AND TWITTER

- Use our hashtag **#WorldBookDay20**
- Share posts from **@WorldBookDayUK** and **facebook.com/worldbookdayuk**
- Use our strapline **DO SOMETHING BOOKY TODAY** or **DO SOMETHING BOOKY TO CELEBRATE WORLD BOOK DAY**

TIMELINE:

These are, of course, only sample tweets – please feel free to tweet your own messages

- **One week before (Thursday 23/Friday 24 February):** World Book Day is coming! Have you got your £1 #WorldBookDay20 book token? It needs to be redeemed by 26 March 2017
- **On the day itself (Thursday 2 March):** Happy #WorldBookDay20. Join us and do something booky today! It's the world's biggest celebration of books and reading!
- **On World Book Day weekend (Saturday 4/ Sunday 5 March):** It's World Book Day weekend. Don't miss out – visit your local bookshop and redeem your £1 book token!

SHARE OUR ASSETS

We have all sorts of fun images, videos and graphics you can use. Here are some suggestions:

- Our £1 book graphic
- Our countdown graphics
- Ideas of easy ways to bring your favourite book character to life. Children can donate £1 to Book Aid International to dress up on World Book Day, and Book Aid International have over 35 easy step-by-step costume ideas to make, from full costumes to simple props, using inexpensive items or things you already have at home. See the range of sheets and videos at **bookaid/org/ worldbookday**
- Share one of our Oodles of Doodles illustrations (these are specially created for the 20th anniversary by the UK's leading illustrators, most of whom are World Book Day alumni.

SHARE OUR MEDIA COVERAGE

We are setting up lots of exciting media opportunities for World Book Day. Keep an eye out for what we're sharing through official World Book Day channels and please repost.

If you're an author or illustrator doing any media yourself in the run up to, or on World Book Day, please do mention World Book Day and follow the key messages at the top of this document.

TAKE PART IN YOUR OWN WORLD BOOK DAY ACTIVITIES

Encourage everyone in your workplace to do something booky for World Book Day itself.

YOU CAN:

- Decorate your office with our downloadable posters – do this up to a week in advance to remind people World Book Day is coming!
- Take part in your own World Book Day quiz **worldbookday.com/quiz/**
- Dress up as literary characters – see our costume suggestions
- Be as creative as you like!

For more information about World Book Day, visit: www.worldbookday.com.

For more information on how to support us, please contact Kirsten Grant: kirsten.grant@btinternet.com.

Thank you!

Illustrations © Liz Pichon. Photography © Simon Webb.

SPONSORED BY NATIONAL BOOK tokens