

WORLD
**BOOK
DAY**

2 MARCH 2023

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NATIONAL
**BOOK
tokens**

YOUR WORLD BOOK DAY 2023

Primary Pack for Teachers

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Find more at [worldbookday.com/
celebrate-world-book-day](https://worldbookday.com/celebrate-world-book-day)

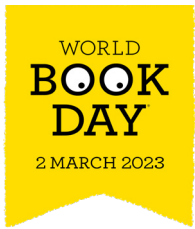


Changing lives through a love of books and reading

World Book Day® is a registered charity sponsored by National Book Tokens

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).

Illustration
Allen Fatimaharan



Hello and welcome to World Book Day 2023

World Book Day® is a charity that changes lives through a love of books and reading. Our mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own.

Reading for pleasure is a vital indicator of a child's future success – more than their family circumstances, their parents' educational background or their income. We want to see more children, particularly those from disadvantaged backgrounds, with a life-long habit of reading for pleasure and the improved life chances this brings them.

Celebration activities are a special part of **World Book Day** and make it an effective part of your Reading for Pleasure curriculum. This guide to **World Book Day** suggests **ways to make your celebrations inclusive and fun**, so that everyone - regardless of household income - can feel encouraged to read for pleasure.

Our approach to supporting children to read for pleasure encourages 6 behaviours:

Being read to regularly

Having books at home and at school

Having a choice in what to read

Finding time to read

Having trusted help to find a book

Making reading FUN!

Using World Book Day's branding and materials

World Book Day® is a registered trademark. As a school/nursery who has registered to take part you are welcome to use our logo, branding and assets for your own school's celebrations. You will receive a link to an asset pack, including the beautiful illustrations from our official illustrator **Allen Fatimaharan**.

World Book Day's trademark and assets may only be used for fundraising activity in aid of World Book Day.

Click **HERE** for more details

Find out more about Our Approach.

We hope you have a very happy **World Book Day!**

Cassie Chadderton
Chief Executive, World Book Day



Prepare and plan your World Book Day 2023

JANUARY

Connect World Book Day to your Reading for Pleasure culture

Join our webinars on:

- **Introducing World Book Day's approach to Reading for Pleasure**
Tuesday 17 January 2023, 4pm. A chance to hear about World Book Day's approach, our resources, and to ask questions.
Click [HERE](#) to book
- **Engaging families and the school community in Reading for Pleasure**
Tuesday 24 January 2023, 4pm. A session with World Book Day, CLPE, Open University and National Literacy Trust.
Click [HERE](#) to book

Watch the World Book Day webinar recordings on [YouTube](#).



Prepare and plan your World Book Day with staff and students

Staff Briefing

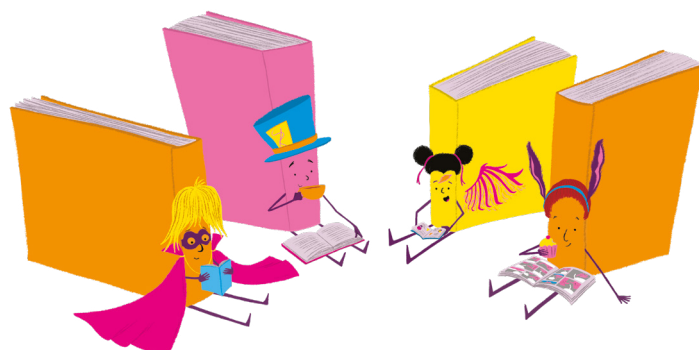
Before everyone starts their World Book Day preparations, run a staff meeting briefing.

Plan your activities using our Reading for Pleasure audit

Reading for Pleasure - Our Approach

World Book Day's work is informed by evidence about what supports reading for pleasure. We define this as children choosing to read in their spare time. Use the table on the next page to map the access children have to the [6 behaviours](#) at home and at school.

Find out more about Our Approach [here](#).



Reading for Pleasure audit

Use the table below to map the access children have to our [6 behaviours](#) at home and at school.

	Being read to regularly	Having books	Having a choice in what you read	Finding time to read	Having trusted help to find a book	Making reading FUN!
AT HOME						
AT SCHOOL						

- Look at the gaps - how could your World Book Day activity impact on these?
- How will you communicate your plans with families and include them in your reading community?

Encourage these 6 behaviours with the help of our [Activity Bank on page 11](#) and resources at worldbookday.com



FEBRUARY



Help children to **CHOOSE BOOKS** and **HAVE BOOKS AT HOME**. Children can swap their World Book Day £1/€1.50 book token to get a free £1/€1.50 book from the selection below.

£1/€1.50 book tokens can be used from **16 February**. Distribute your £1/€1.50 book tokens early to give your children the best selection of books.



WIN A FIERY FAMILY ADVENTURE TO GERMANY!

Encourage families to enter our amazing competition to celebrate the **20th anniversary of Cressida Cowell's *How to Train Your Dragon*** with a truly magical prize which includes a family trip to Soltau, Germany to visit Heide Park, the theme park that is home to an entire land based around *How to Train Your Dragon*.

The lucky winner will also receive:

- A personalised video message from Cressida Cowell
- £100/€120 of National Book Tokens

...and of course plenty of *How to Train Your Dragon* goodies!



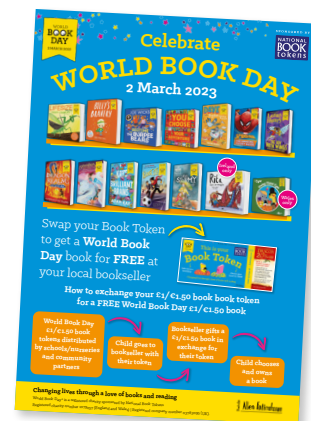
Help your children access the £1/€1.50 World Book Day books



Check your **World Book Day £1/€1.50 book tokens** have arrived in school.

Order your **braille, audio or large print £1/€1.50 books** via Guide Dogs, RNIB, NCBI and Calibre Audio. Visit our [FAQs page](#) for more information.

Display the [How to Redeem Your £1/€1.50 Book Token](#) poster.



Model choosing a book using our £1/€1.50 book [Look Insides](#) available on the £1/€1.50 book pages on worldbookday.com/books.

Try the fun activities to introduce the books to the children on our [Book Information pages](#).

Explore the £1/€1.50 authors' and illustrators' websites.

Encourage families to exchange the **World Book Day £1/€1.50 book token for a free £1/€1.50 book**. [Find your nearest participating bookseller here](#).



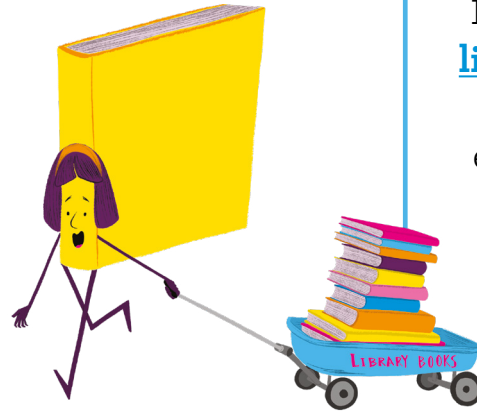
Don't forget your local bookseller can help you source books for children in school for free. Early conversations make this more possible.

The World Book Day £1/€1.50 books are available from **16 February – 26 March**

FEBRUARY HALF TERM

Help children and families **READ TOGETHER** at home

Share your **World Book Day** plans with parents and carers: download our editable letters and tell everyone what your **World Book Day** celebration will look like



Discover your **local library's** World Book Day plans and encourage children and parents to use their amazing **free** services

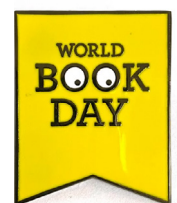
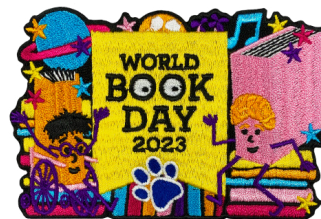
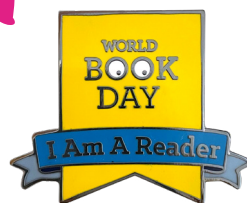
Share A Story Corner can be enjoyed at home: easy to follow video stories and accompanying free fun activities



Access **free** audiobooks for children to enjoy at home in our **World of Stories**

Parents and carers can find our **free** fun **Book Club**, activities, book recommendations and much more at worldbookday.com/families


Invite children to complete the **Pawprint Family challenges**. Reward them with an exclusive **World Book Day badge***



*A contribution from every badge sold goes directly to World Book Day, helping us to encourage more children to read for pleasure.

Make your **WORLD BOOK DAY** happen

Whether it's January or the night before - don't worry we've got you!

<p>A big World Book Day welcome</p>	<p>SHARE READING RECOMMENDATIONS</p> <p>At drop off, ask the parents what their child's favourite book is – you could record these on tags as they arrive and either attach to the books themselves or to pictures of the children on a display.</p>
<p>Assembly time</p>	<p>Use our assembly pack to create a World Book Day Assembly.</p>
<p>Between sessions</p>	<p>SUPPORT CHOOSING</p> <p>Use our £1/€1.50 book 'Look insides' to share the beginnings of the £1/€1.50 books with your class or pick a story that you can read in installments throughout the day.</p>
<p>Join the party</p> 	<p>MAKE READING FUN</p> <p>Why not join us and the BBC for their World Book Day Live Lesson featuring our brilliant £1/€1.50 book authors and illustrators. Available to watch live via the BBC Teach website or CBBC channel on Thursday 2 March at 11am.</p> 
<p>Enjoy some cosy reading time</p>	<p>MAKE TIME TO READ</p> <p>Surprise the children with Drop Everything and Read. Or work with the children to build some reading recommendations for maths, science, history and art.</p>
<p>At the end of the day</p>	<p>ACCESS TO BOOKS</p> <p>Give out the £1/€1.50 book token to every child and explain how to redeem the token and where they might find the £1/€1.50 books near them.</p>
<p>Home time</p>	<p>SHARE BOOKS</p> <p>Host a school bedtime story for children and their parents – why not invite your local bookseller along to bring the £1/€1.50 books so children can exchange their tokens?</p>

Use our [Activity Bank](#) to find the perfect activity to support all your children to engage with World Book Day





Fundraising



Could your school support children who don't have access to books at home?



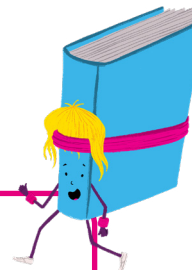
In the UK, nearly 400,000 children don't have a book of their own. By making a donation or raising funds for **World Book Day**, you can help us change lives through a love of books and reading.

The funds you raise help us to:

- Give every child a book of their own
- Encourage children to read for pleasure


Last year your donations enabled us to:

- Create World Book Day festivals with libraries, food banks and community centres in areas of low literacy and high deprivation.
- Give books to every prison for parents to gift to children in visiting hours.



Fundraising days can exclude some children, making it clear who has money and who does not.

If you choose to fundraise, see our pack for tips on making it an inclusive experience for all.



Every amount raised - no matter how much - can make a big difference.

Download your fundraising guide at worldbookday.com/fundraising



Happy **WORLD BOOK DAY** 2nd March 2023

Share your celebrations!

We hope you have a **FANTASTIC** reading day.
We can't wait to see what you get up to.

This year if you tag us in social media posts from school, we will assume you have the relevant permissions and repost through our own channels.



Your **WORLD BOOK DAY** all year round

Help children to keep reading for fun with our resources:

- **World Book Day Book Club** helps you discover new titles each month with brilliant author videos, free resources to download and the chance to win a copy of that month's featured book!
- **Share A Story Corner** is perfect for sharing reading together, with easy-to-follow video stories and accompanying fun activities.

Get planning for next year!

Run a review in school with staff and students to find out how your World Book Day went – and what you can do next.



Keep an eye out for our **Teacher survey**. This year we will be holding some **focus groups** to help us understand how **World Book Day** can support your **Reading for Pleasure** culture.

THANK YOU for your support to change lives through books and reading.

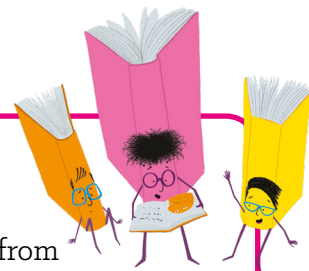
Visit our **Resources Hub** for lots more reading for pleasure ideas and resources for **World Book Day** and all year round!

Your World Book Day

Activity Bank

Celebration activities are a special part of World Book Day. Our Activity Bank includes activities based on our [6 behaviours that support children to read for pleasure](#) with lots of fun, inclusive activities to make sure all children can enjoy World Book Day.

FOR CHILDREN



Being read to regularly

Read aloud selector

Challenge your pupils to be creative and transform wooden spoons into a chosen book from home or school. Place the spoons in a jar and use to choose 'read alouds' throughout the day.

Share extracts as tasters

Use our [£1/£1.50 book 'Look Insides'](#) or [Book Club extracts](#) to get some tasters for your class.

Invite parents into story time

Showing is better than telling – host a cosy story sharing event for parents and children to engage with reading together.

Focus on the habit

Ask children to come in pyjamas or comfy clothes and bring their favourite bedtime reading. Share the benefits of reading as a home activity - and the children get recommendations from their friends!

Access to books at home

World Book Day's £1/£1.50 books

Giving children and young people the opportunity to choose and own a book of their own is at the heart of World Book Day. [Connect with your local bookseller](#): early conversations can help your children get the £1/£1.50 books for free.

Bookshops are brilliant places to discover reading. They can create a great experience for your children in their shop or you can work with them to bring the £1/£1.50 book token and £1/£1.50 book exchange closer to your school/nursery, and create a relationship that can go on beyond World Book Day.

Click [HERE](#) to find out more.

Book fairs in school are a great way to bring the excitement and joy of choosing books closer to children. If a book fair is visiting your school for World Book Day please ensure the £1/£1.50 books are available so that all children can have the experience of choosing and owning a book – for free.

Please talk to us about ways to do this at wbd@education.co.uk



FOR CHILDREN

Children to choose what they want to read

Talk about how to choose what to read

Help children to understand the difference between curriculum and chosen reading; talk about what you read to relax, or when you have more time. Make a visual display of your class's reading choices at different times to display in your book corner.

Use the £1/£1.50 books to model choosing books

Use the taster activities for each of our £1/£1.50 books, [available on each of the £1/£1.50 book pages](#) on our website. Designed with [Coram Beanstalk](#) and [Bag Books](#).



Having trusted adults and peers sharing and recommending books

Dressing up

A popular way to encourage children (particularly reluctant readers) to engage with reading, to swap reading recommendations, and to celebrate what children are reading at home.

Tips to make dressing up inclusive and a way to celebrate children's book choices:

- Just 3 items: can children create a character or book from just 3 items from home or school?
- Does your letter to parents focus on the child's choice of book?
- A rail stocked with various hats, capes, coats and tails can provide key elements of costume to support children's understanding of character across the year. Host a costume swap, or parents or PTAs might be able to help source costumes.
- Provide options for children who prefer non-fiction – offer options to share favourite facts or be the author using costumes or props.

If your school is dressing up, celebrate choice (avoid giving prizes for best costume, which can exclude some children)

Offer alternatives

- Make badges.
- Customise t-shirts.
- The cardboard challenge: provide brown cardboard and a time limit of 30 minutes. Invite children to create a key prop or clothing item. These could be displayed with the books to create a museum that the class can explore or be modelled in an assembly.

Perfect a quickfire book recommendation

Get the children in pairs to describe their book - give them 2 minutes to start with then swap partners, drop the time by 30 seconds and repeat until each child has a 30 second summary.

Make a human library

Divide the class in half and create an inner and outer circle - invite the children in the inner circle to present their 30 second book introduction before the outer ring moves round one place. Repeat this several times. Ask the children which books they would like to take out of the library - you could move on to reading aloud the early pages of popular titles.

Never have I ever....

Students take turns trying to find books that haven't been written for example:

- Never have I ever read a book with a vampire as the main character...
- Never have I ever read a book set here...

Award points for categories that no-one can think of a book recommendation for.



Having trusted adults and peers sharing and recommending books

Two truths and a lie

Pupils tell two truths and a lie about a book they have read. They can even include a fake title if they want to really trip people up!

World Book Day book recommendations

Check out our [Book Club](#) and [Reading Recommendations](#).

Role on the Wall

Invite the children to draw round each other and use the outline to create the silhouette of their character. Create a character profile by writing key actions on the arms and hands, key feelings in the heart, key ideas or thoughts in their head, key sayings (if there are any) in a speech bubble and key places they go on their feet. Display the finished characters in a gallery for the others to explore.

Create a poster

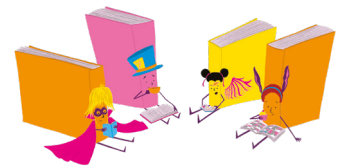
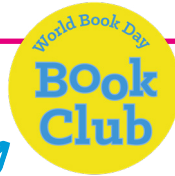
Children pick a non-fiction title and create a poster with some of the most exciting information from the book or a profile of something described in the book.



The reading experience is fun

Run a [World Book Day Book Club](#)

Check out our [Top Tips](#).



A World Book Day character party

Create a party set up (food table, dance floor, seating area), put some music on and invite your children to enter the party as their character/book. Or provide stickers for the children to wear.

Where would they go? Who would they talk to? Who might they try and avoid?

Support the children with introductions and ask them questions. Stop the music to freeze the party and ask them what they are doing and why. Children who have opted for a non-fiction title might need additional prompting - encourage them to consider the fictional characters that would most like or need their book.

Guess Who?

Grab your detective's hat and polish your magnifying glass, it's time to get guessing... Draw or dress up as your favourite book character and play a giant game of 'Guess Who?' on the floor! [Download your free resource sheet here](#).

Charades

Students act out a book title. You could ask them to drop their favourite book title into a bowl and then each person pulls out a title to enact.

Time to read

Help embed reading into everyone's day

Try our ['Time to read'](#) resource in partnership with Pawprint Family.

Make reading part of non-curriculum time

Create a cosy reading space – it could even feature special guests at break and lunch times. A pop up will make it more compelling.



Find more fun activities at
worldbookday.com/celebrate-world-book-day

FOR STAFF

<p>Being read to regularly</p>	<p>Host a real or virtual visit to a bookseller to support staff in finding read aloud texts. Share a story at the beginning of every staff meeting.</p>
<p>Access to books at home</p>	<p>Review policies and spaces around children's access to the books in school Are staff able to promote to both children and parents? Find your local bookshop Discuss possibilities for engaging with them.</p>
<p>Children to choose what they want to read</p>	<p>Invite staff to reflect on their reading identities and preferences. How can these meaningfully be shared with children? Have a holiday reading shelf in the staff room.</p>
<p>Having trusted adults and peers sharing and recommending books</p>	<p>Create a shared list of where you find good book recommendations. Here are some to get you started:</p> <ul style="list-style-type: none"> • <i>BookTrust</i> • <i>NLT</i> • <i>CLPE</i> • <i>OU</i> • <i>Local bookshop</i> • <i>Library</i> <p>Dressing up Children love seeing their teachers engaging with this very public book recommendation – make sure staff expectations are the same as childrens' and that teachers are focusing on sharing a loved read with their children.</p>
<p>The reading experience is fun</p>	<p>Termly staff book club Staff reading bingo Create a challenge sheet and offer prizes-some ideas include:</p> <ul style="list-style-type: none"> • read aloud every day for a week • get a reading recommendation from a parent • get a reading recommendation from a child • get a reading recommendation from a librarian/bookseller • make a reading recommendation to a child
<p>Time to read</p>	<p>Ask staff to participate in DEAR (Drop Everything and Read) to model reading to children and give them time to read themselves.</p>



Find more fun activities at
worldbookday.com/celebrate-world-book-day

What's your Reading Identity?

Create questionnaires for your school community. Pick from these questions or choose your own.

Being read to regularly	I prefer reading by myself/being read to (audiobooks count here too) Someone reads to me - every day...once a week...sometimes...never
Access to books at home	Where do you get your books from?
Children to choose what they want to read	When I'm tired I read... When I want to learn I read... When I know people are watching I read... Illustrated text or words only Fiction or non-fiction If I could only read one thing it would be... The best thing I've ever read/had read to me is... The worst thing I've ever read/had read to me is...
Having trusted adults and peers sharing and recommending books	If I don't know what to read next I...
Time to read	I read something I choose to ___ times a week Book or a video game? I find it hard to make time to read because...
The reading experience is fun	I love reading... <i>(encourage children to think about what types of books they like/dislike)</i> The best thing about reading is... The worst thing about reading is...



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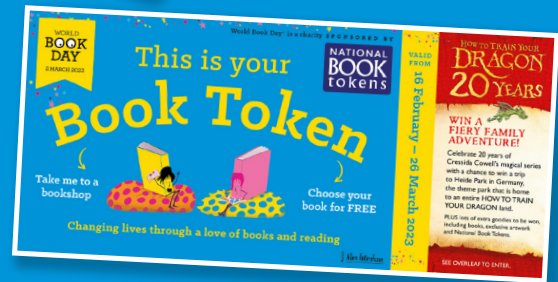
NATIONAL
**BOOK
tokens**

Celebrate WORLD BOOK DAY

2 March 2023



Swap your Book Token
to get a **World Book
Day** book for **FREE** at
your local bookseller



How to exchange your £1/€1.50 book token
for a **FREE** World Book Day £1/€1.50 book

World Book Day
£1/€1.50 book
tokens distributed
by schools/nurseries
and community
partners

Child goes to
bookseller with
their book token

Bookseller gifts a
£1/€1.50 book in
exchange for
their token

Child chooses
and owns
a book

Changing lives through a love of books and reading

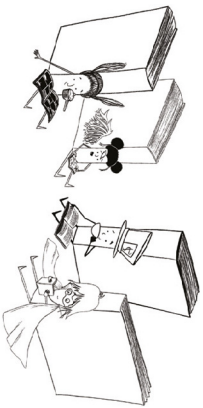
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**Find your reading
superpower**



Listen to books
being read aloud

Take books
home to read

Choose the books
YOU want to read

Make time
to read

Ask for ideas on
what to read next

Have fun
reading!

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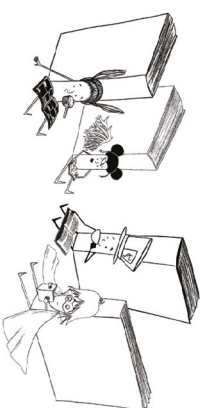
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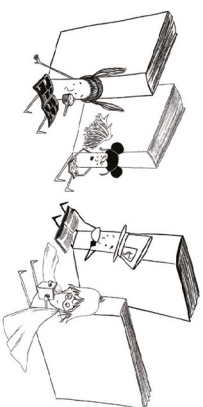
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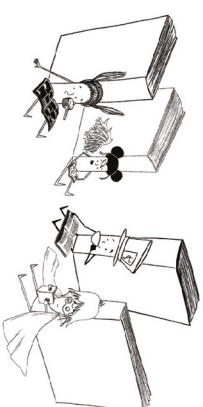
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Sample letter to parents

You can use our editable letter (available to [download here](#)) to parents below to let them know about **World Book Day** celebrations in your setting.

Dear parents and caregivers,

World Book Day takes place on **Thursday 2 March** and we hope you'll join us as we come together to celebrate our World Book Day in school.

Framing changes to your celebrations around the cost of living crisis

Every year on World Book Day we are overwhelmed by the enthusiasm of our school community. We know that this year many families will find themselves in a difficult financial situation - we don't want our celebrations to be an additional burden.

Dressing up or bringing books into school can be a big part of the celebrations and what families particularly enjoy about World Book Day. We ask that you consider the impact on the children who aren't able to take part in this way.

We will have lots of fun activities taking place throughout the day including:

- Reading to them:

We'd love to invite you along to our bedtime story at XXXX.

Our book corner will have special guests all day – sign up here if you'd like to be one of them.

Please send your child's chosen book in with them on the day so we can read it to them and their friends.

- Access to books at home

We'll be hosting a book swap. Please drop off your unwanted books in the box outside the setting. Whether or not you've got a book to bring along to swap, come and browse and find something you might like to read.

- Use your £1/€1.50 World Book Day book token to get a **free** book!
- Getting a free £1/€1.50 book for your child is easy - simply take your £1/€1.50 book token to your nearest bookseller and swap it for a World Book Day £1/€1.50 book OR get £1/€1.50 off any book or audiobook costing £2.99/€3.99 or more. You can find your nearest bookseller at worldbookday.com/participating-retailers

continues...



You can help your child choose their £1/€1.50 book by showing them the exciting 'Look Insides' at worldbookday.com/books

Sample letter to parents *contd*

- Children to choose what they want to read

The children will be choosing the £1/€1.50 book they like the look of – the bookmark with their choice and the book token to swap are attached to this letter. Join our open library session and help your child choose their next book to read at home- this is a good chance for you to become familiar with the books in school too.

- Having trusted adults and peers sharing and recommending books
 - o *We will be using World Book Day as a way to share our favourite books.*
 - o *We will be dressing up this year.*
 - *We want the children to use their costumes to share their favourite books and we encourage you to use things you already have at home.*
 - *We will be hosting a costume swap on DATE/TIME*
 - *We will be opening the setting with a selection of materials to choose from to make costumes on DATE/TIME*
 - o *We won't be dressing up this year instead we will:*
 - *Invite children to wear their pyjamas*
 - *Be making costumes at school– join us to see what they've made DATE /TIME*
 - *Be making spoon puppets/potatoes of the children's favourite characters*

Check out the World Book Day Family Hub for more things to do at home.

We're very much looking forward to celebrating World Book Day, which could not happen without the support of parents and carers - thank you.

Best wishes



Design a National Book Token competition

NATIONAL BOOK tokens

It wouldn't be World Book Day without National Book Tokens' **DESIGN A NATIONAL BOOK TOKEN** competition, the annual nationwide contest that encourages children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards!

The winning entrants can bag **HUNDREDS of pounds worth of National Book Tokens** for their schools – including, for the overall winner, a £10/€10 National Book Token in their winning design for every child in their class!

This year the theme of the competition is 'Choosing to read'. Children can interpret this any way they want to celebrate and communicate the joy that comes from choosing to read, as well as choosing which books to read.

To enter, children should design a National Book Tokens gift card with this theme in mind – and thinking about what might make their gift card appeal to customers if it was on display in a real shop.

ONE OVERALL WINNER

will get a £10/€10 gift card in their design for every child in their class*, and the opportunity for their class to visit a real bookshop, virtually or in person, to spend their National Book Tokens.

FIRST PRIZE

in each age range wins:

- £350/€380 National Book Tokens for the school
- £100/€110 National Book Tokens for the pupil

SECOND PRIZE

in each age range wins:

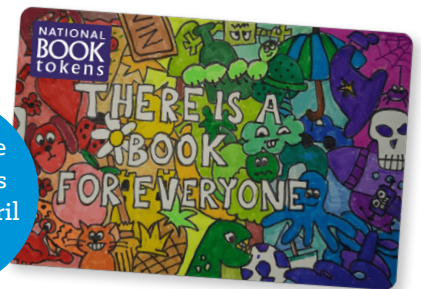
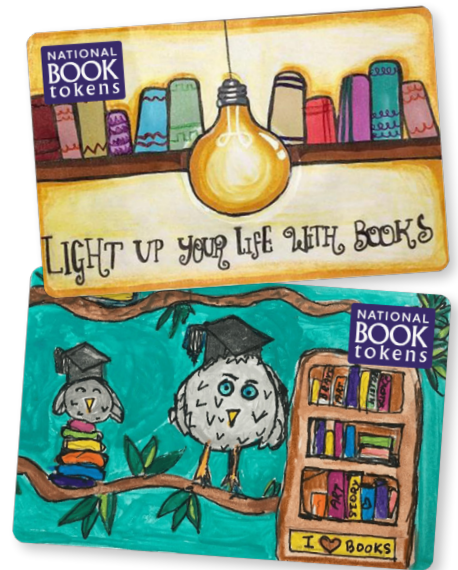
- £200/€220 National Book Tokens for the school
- £50 /€60 National Book Tokens for the pupil

(*Up to 35 gift cards; see terms and conditions for home-schooled students)

HOW TO ENTER:

Visit worldbookday.com/competition/design-a-nbt for full details and to download the entry form.

Closing date for entries is Sunday 2 April 2023.



Changing lives through a love of books and shared reading

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

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