

WORLD
**BOOK
DAY**
4 MARCH 2021

SPONSORED BY

NATIONAL
**BOOK
tokens**

Illustration Rob Biddulph

Celebrate
reading for
pleasure in
your school
– all year
round!

A teacher's guide to World Book Day 2021



Discover all
you need to
know inside:

- **2021's brilliant £1 book selection** – available in bookshops & supermarkets with our £1 tokens from **Thursday 18 February - Sunday 28 March**.
- **Share A Story Live** – our exciting digital events programme, beaming authors and illustrators straight into your school.
- **World Book Day Book Club** – a new online reading community.
- **World Book Day Author & Illustrator Academy** – each pre-recorded 'lesson' includes downloadable related activities for each lesson.
- **Share A Story Corner** – video stories to encourage families to read together.
- **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

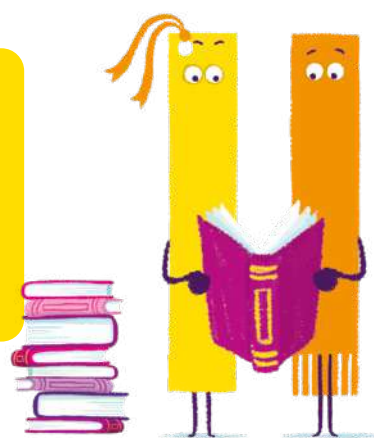


As a charity, World Book Day is here to change lives through a love of books and shared reading, and bring books to the children who need them most. World Book Day is a brilliant opportunity for everyone to celebrate the joy of reading. The lockdown means doing things differently, so we have some **amazing resources to help schools and families whether children are celebrating at home or at school**. 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 schools or at home:

January

- ☐ **VISIT** the new World Book Day online hub for schools and find everything you need to start planning your celebrations including ideas, fun activities and resources: worldbookday.com/schoolsandnurseries
- ☐ **CHOOSE** which of our inspiring **Author & Illustrator Academy** interactive lessons – featuring a huge variety of resources and activities – you’ll be using in your school (see p. 8 & 9): worldbookday.com/online-masterclasses. Available to watch from early February.
- ☐ **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). Please hand them out to children who are still attending school as soon as you can. For any issues, please contact our helpline: wbd@education.co.uk. For pupils who are not in school, you can **register for a digital version of the token** that can be sent out to parents via email/text/newsletters: worldbookday.com/digital-book-token/. **Please note**, the digital token cannot be used for online purchases.
- ☐ **BOOST** your pupils’ enthusiasm for choosing their £1 books themselves by showing them our exciting ‘Look Insides’ and explain how they can redeem their tokens (see p.6): worldbookday.com/books
- ☐ **BUILD EXCITEMENT** for the unmissable **Share A Story Live** digital events – this is your pupils’ chance to virtually interact with some of their favourite writers/illustrators, so invite them to submit their questions to our brilliant £1 authors/illustrators: worldbookday.com/events
- ☐ **ENCOURAGE** children to sign up to the new **World Book Day Book Club** and talk about books together, in school or at home: worldbookday.com/bookclub
- ☐ **JOIN IN** with ‘Show Your Shares’ – fantastic weekly prizes to be won for your 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

- 
- ☐ **ENSURE** you're ready for the digital **Share A Story Live shows**: web address noted, questions submitted (they're perfect assembly ideas for World Book Day week).
 - ☐ **VISIT Share A Story Corner** for a huge variety of video stories and fun downloadable activities to go with them (perfect for Reception and Years 1 & 2): worldbookday.com/share-a-story-corner/
 - ☐ **HELP** your pupils discover their next read with our brand new **Reading Recommendations hub**: worldbookday.com/reading-recommendations. Or download a **FREE audiobook** (available from 18 February – 28 March) to share with pupils in school and send the link to families to enjoy together at home: worldbookday.com/world-of-stories/
 - ☐ **TUNE IN** to your selected video from the **Author and Illustrator Academy** and let our £1 authors and illustrators lead an interactive lesson and classroom activities: worldbookday.com/online-masterclasses/
 - ☐ **DECK** the walls with celebratory **World Book Day materials**; create your own or download our themed bunting, bookmarks and colouring-in from the schools hub. We'd love to see what you do, don't forget to share your creations @WorldBookDayUK
 - ☐ **HOST** your **Big Booky Breaktime** or other 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



Proudly introducing our

2021 £1 books

Discover more
about these books
and enjoy our 'Look
Inside' previews at
[worldbookday.com/
books](http://worldbookday.com/books)

This World Book Day, children have a choice of wonderful stories to choose from, depending on what catches their eye and appeals to their interests. There is something for every kind of reader.



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 offer 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 not all children are in school, please think about alternative ways to distribute the £1 tokens, for example, a box with tokens outside the front of your school so families can pick them up on their daily walk. You can also 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 token and poster packs will be with you by mid February. Please give the tokens out to all children who are still in school as soon as possible (for any issues receiving your pack, email wbd@education.co.uk). 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 children 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.

A programme of digital author & illustrator events

Share a Story Live

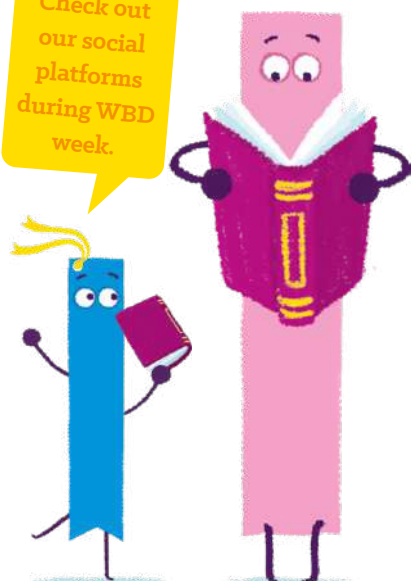
Brand
NEW for
2021

This year, we are thrilled to present our curated flagship digital events, to really bring stories to life in the classroom and beyond! There's plenty of opportunity for interactive learning and exciting discussions about books between children.

Featuring a variety of our multi-talented £1 authors and illustrators, the events include drawing, story challenges, fun activities, Q&As and more, to be enjoyed during World Book Day week and all year round.

To find out more, submit questions and keep up-to-date with the programme, please go to: worldbookday.com/events

Check out our social platforms during WBD week.



The Programme

We hope that you'll join these events in the classroom, at home and beyond at worldbookday.com/events - you'll be able to submit reader questions before each event and watch them in World Book Day week or after the listed date.

Perfect home-school activity!

For 7+

3rd March | 10.30am

Books That Make Us LOL

Starring



Humza Arshad



Jonny Duddle



Zanib Mian



Hosted by
Kenny Baraka

For 4+

4th March | World Book Day | 10.30am

Words & Pictures - Bringing Reading to Life

Starring



Joseph Coelho



Tom Fletcher



Fiona Lumbers



Lydia Monks



Hosted by
Nigel Clarke

For 9+

5th March | 10.30am

How Reading Helps Us Understand the Real World

Starring



Sita Brahmachari



Jess French



Katherine Rundell



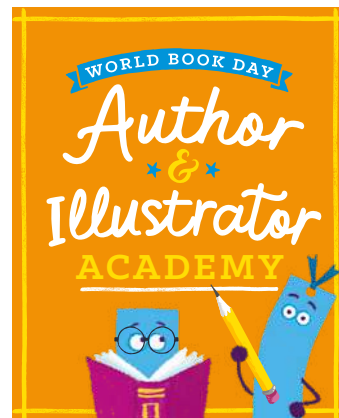
Hosted by
Jessie Cave

'World Book Day made me want to move out of my comfort zone and try reading things I have never wanted to read before.'

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

Brand
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2021

Introducing the World Book Day Author & Illustrator Academy



Press play on our inspiring 'lessons' and let our
£1 authors and illustrators lead your class . . .

Meet the creative minds behind
our fantastic £1 books with our
new **Author & Illustrator Academy**
videos, available on World Book
Day and all year round.

Perfect
home-school
activity!



- ▶ **EACH 'LESSON'** is a complete package for you to pick and choose from in the classroom or send to parents as a home-school activity – includes downloadable related activities, resources, and extracts.
- ▶ **ENCOURAGE** children to take a look at the £1 books, in particular the 'Look Inside' features at worldbookday.com/books/ in advance of watching these videos to get them excited about seeing the authors and illustrators behind the books.
- ▶ **PRINT** the resources, press play and let children enjoy their favourite authors and illustrators discuss all things words, writing and pictures.
- ▶ For all previous author & illustrator videos, please subscribe to our YouTube channel: [youtube.com/WorldBookDayUK](https://www.youtube.com/WorldBookDayUK) or visit worldbookday.com/online-masterclasses

Meet our £1 book authors & illustrators



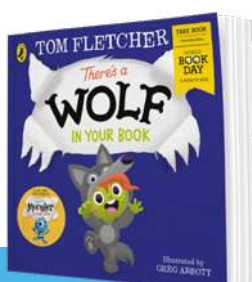
Joseph Coelho
& Fiona Lumbers

World Book Day checklists
and unicorn crafts



Tom Fletcher

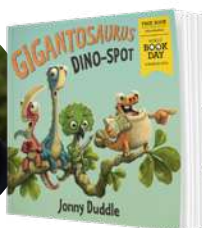
Interactive picture books



Lydia Monks

How to create a picture
book theatre





Jonny Duddle
Expert dino-spotting



Jess French
Protect the planet with Jess French



Zanib Mian
Writing fantastic families



Humza Arshad & Henry White
Don't judge a book by its cover



Alex Bellos & Ben Lyttleton
Ready, set, write! On the pitch with Football School



Sita Brahmachari
Inspirations for storytelling flow



Katherine Rundell
Imagine a wild adventure



Derek Landy
How to make characters feel real



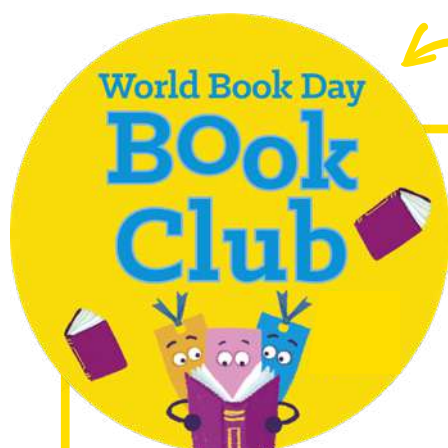
Authors Aloud

For additional ideas on including authors and illustrators in your World Book Day celebrations – in school or online during lockdown – contact Authors Aloud: authorsalouduk.co.uk/

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:

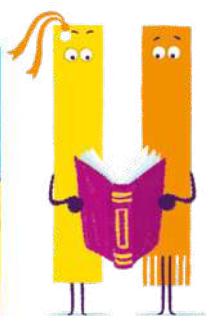
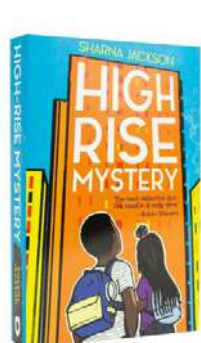


World Book Day Book Club

NEW!

We're thrilled to introduce our brand new World Book Day Book Club! Talking about books together makes them more fun, memorable and magic.

- From March, tune into YouTube and read with us! We'll share our favourite monthly read, chat with authors and more. Join in at home, at school and in libraries.
- This brilliant new initiative provides opportunities for children to dive deeper into texts and discuss what they're reading together.
- Our unmissable first pick is **High-Rise Mystery** by Sharna Jackson (published by Knights Of).
- We'll be inviting children to submit questions and join in. Find out all you need to know and sign up to the World Book Day Book Club: worldbookday.com/bookclub/



Perfect home-learning & shared reading activity!

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
- Designed to curate an enormous and diverse selection of authors and illustrators to give you further recommendations to expand children's reading range. From poetry to graphic novels, non-fiction to books to encourage empathy, there's something for everyone.
- You can also discover the UK's top 100 stories to share: worldbookday.com/ideas/100-stories-to-share/



DON'T MISS the amazing new **Virtual School Library** from the National Literacy Trust, to support the literacy of children who have been most adversely affected by COVID-19. Every week a popular children's author or illustrator will provide you with free books, exclusive videos and their top three recommended reads: wordsforlife.org.uk/virtual-school-library. For more home learning resources, check out our Schools Hub at worldbookday.com/schoolsandnurseries.

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



NEW!

Schools & Nurseries Hub

- For a brilliant range of book-themed ideas and resources – including helpful home-schooling activities – 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!

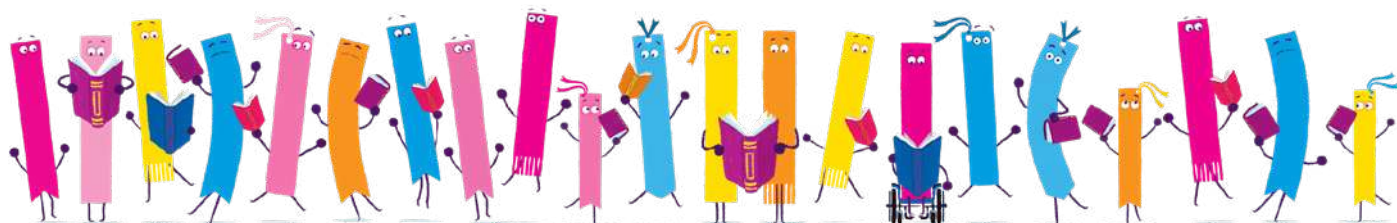
Share A Story Corner

- For Reception and Years 1&2, our **Share A Story Corner** develops confidence in reading together as a family at home – they make great classroom activities 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



FREE Amazing Audiobooks for all ages

- A brand new selection of brilliant FREE audiobooks will be available for World Book Day 2021.
- Use audiobooks to bring life and depth to children's reading experience, to encourage all readers, regardless of ability, to access and share the incredible world of stories.
- Available from worldbookday.com/world-of-stories from **18 February – 28 March 2021**.



'World Book Day always makes me appreciate books.'

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

#WorldBookDay

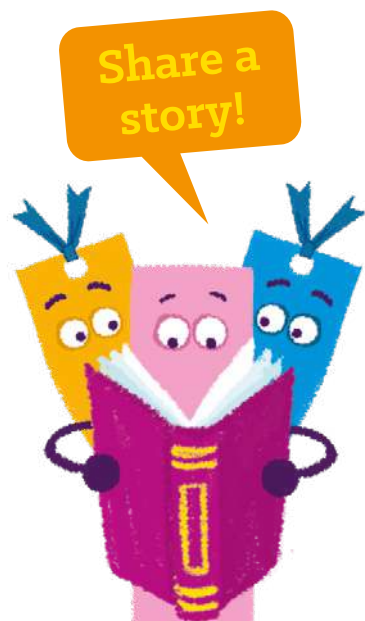


World Book Day **competition**

Show Your Shares



We can't wait to see 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 school/nursery** to boost your school library and a **£100 National Book Token per family, per week** with the best pictures featured in our online gallery. **Will your 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.



'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

#WorldBookDay

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 as well as how they can be adapted to be covid-safe at worldbookday.com/fundraising/.



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 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.



2 READING STARS CHALLENGE

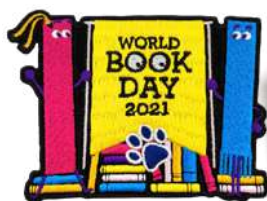
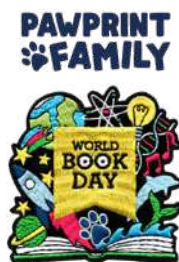
From reading a laugh-out-loud book to finding the most unusual place to share a story, pupils will have fun reaching all their stars and raising funds at the same time.

Download a sponsorship form from our fundraising page.

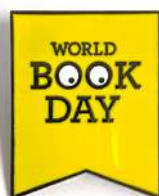


3 WORLD BOOK DAY BADGES

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

Encourage children and young people to celebrate their favourite stories and let their imaginations run wild. Why not get inventive and create characters from potatoes or make a book from a box?



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

6 RUN A READATHON

Each World Book Day, thousands of schools across the country join in the celebrations by taking part in Readathon, organised by Read for Good. The money raised in sponsorship helps provide brand new books and regular storyteller visits to children in the UK's major children's hospitals, as well as books for schools. Get your free pack from the Read For Good website.



On your bookmarks, get set, draw!

Design a National Book Token competition 2021

You, your children 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.

It's a great home-school activity to set so encourage your pupils to take part. They 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.**

NATIONAL
BOOK
tokens



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 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 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.



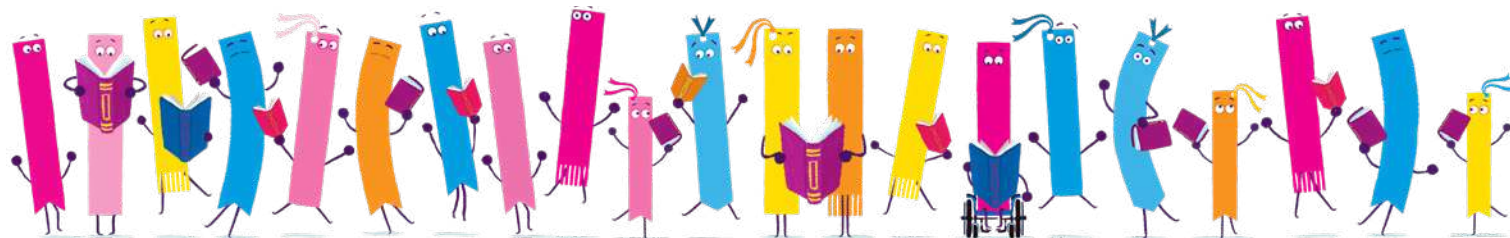
Tips for creating your design...

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?

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](https://www.facebook.com/worldbookdayuk)  [WorldBookDayUK](https://twitter.com/WorldBookDayUK)  [worldbookdaysocial](https://www.instagram.com/worldbookdaysocial)  [youtube.com/WorldBookDayUK](https://www.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.