



Dear Parents & Carers

From 27 February-29 March, we are supporting World Book Day's [Share A Million Stories](#) campaign, championing the importance of sharing stories and for the chance to **win £1,000 of books for our school**.

Why Share a Story?

Sharing a story for just 10 minutes a day can have a lasting impact on a child's future, and can help to create readers for life.

How can you take part?

In February, your child will receive their [Share A Million Stories Reading Record](#), for children to tick-off how many stories they're sharing at home and at school (including their curriculum books, audiobooks, magazines, comics or graphic novels), which we can then add to our school total, which feeds into the live national total.

Why is this campaign so vital?

- **Sadly, reading for pleasure is in decline:** only 29% of 0-13s read for pleasure daily (down from 30% in 2017). *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 (v. 69% in 2013).
- **Fewer than 19% of 8-10-year-olds are read to daily** or nearly every day (down from 25%). *Understanding the Children's Book Consumer Nielsen, 2018*

So, let's boost reading for pleasure back up! There are so many benefits to sharing stories together:

- It boosts creativity and imagination
- It's a calming, bonding experience that improves well-being
- It builds empathy and closeness
- It's great fun for everyone involved!

World Book Day needs ALL of our support and we look forward to helping them reach their goal of one million stories shared nationwide – and the opportunity to win an amazing new supply of books for our school worth £1,000! Find out more at worldbookday.com/share-a-million-stories.

Thank you for taking part

**Mrs K Smith – English Subject Leader
Millfield Primary School**