



Dear Parent

We're writing to you about our exciting and important **SHARE A STORY FOR 10 MINUTES TODAY** campaign to get everyone sharing stories from breakfast to bedtime on World Book Day, 1 March and beyond.

Reading with your child now can have **long-lasting benefits** for their future and, because we know how busy you are, the great news is that reading together for **JUST 10 MINUTES** a day can make all the difference.

Take 10. Find 10 minutes on World Book Day and every day to read with your child. It doesn't just have to happen at bedtime - reading and sharing stories can happen anywhere at any time.

Choose a book at your local library to read together - join the library and start a new habit of visiting the library on a regular basis.

The more you enjoy reading a book, the more the child you're sharing it with will too. My biggest tip is to cosy-in for the moment and go at the pace of the child... stories, like life, are more fun when you slow down and savour the journey. RACHEL BRIGHT, AUTHOR OF THE SQUIRRELS WHO SQUABBLED

Visit your local bookshop & help your child choose their FREE World Book Day book with their £1 book token. Includes images of book tokens and promotional materials.

For lots of ideas on how you can make story time fun as well as advice on sharing stories with your little ones and encouraging a lifelong love of reading, visit www.worldbookday.com. PLUS, our list of the top 100 stories to share is there to help you to discover new books and stories that you'll love sharing together.

Donate to dress up! Bring your favourite book character to life this World Book Day. Make your own costume with simple, budget-beating costume and face painting ideas at bookaid.org/worldbookday. Your fundraising fun will make a HUGE difference to thousands of children's lives.

We'd love to see what you're reading and your favourite stories, so please share them on Instagram, Facebook and Twitter using #ShareAStory.

A love of reading is one of life's greatest gifts so happy reading together and happy World Book Day!