

# JOIN OUR READING REVOLUTION

£1,000  
of books to be won  
every week in World  
Book Day month

HELP US TO SHARE A MILLION STORIES



LAUNCHING  
27 FEBRUARY  
– 29 MARCH

REGISTER NOW

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](http://worldbookday.com/share-a-million-stories).

Thank you for taking part

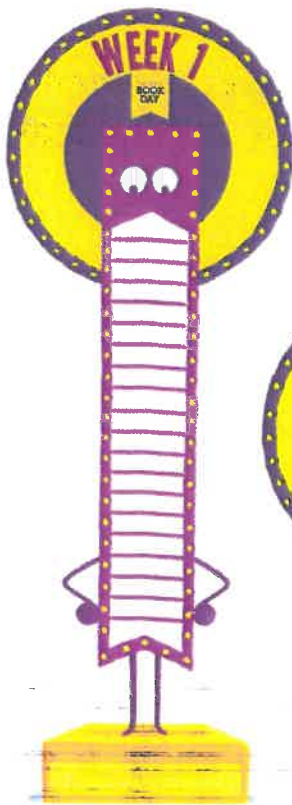
Mrs Archer

Literacy Coordinator

# MY SHARE A MILLION STORIES READING RECORD

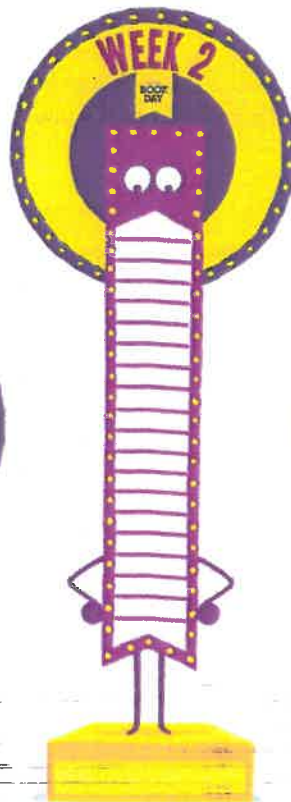
COLOUR or TICK a stripe every time you share a story for 10 minutes or more. Remember to ask a grown-up to add your story shares to your profile at the end of each week!  
[worldbookday.com/share-a-million-stories](http://worldbookday.com/share-a-million-stories)

Name \_\_\_\_\_



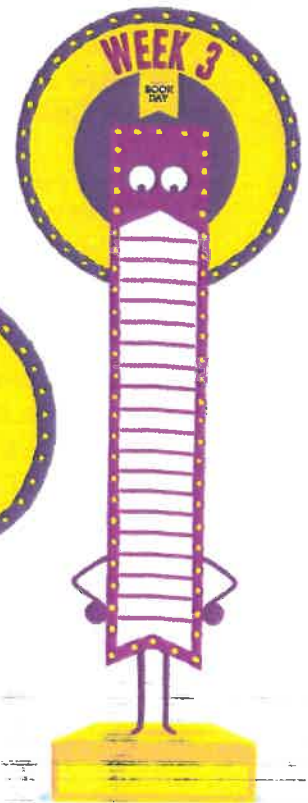
I shared

stories this week



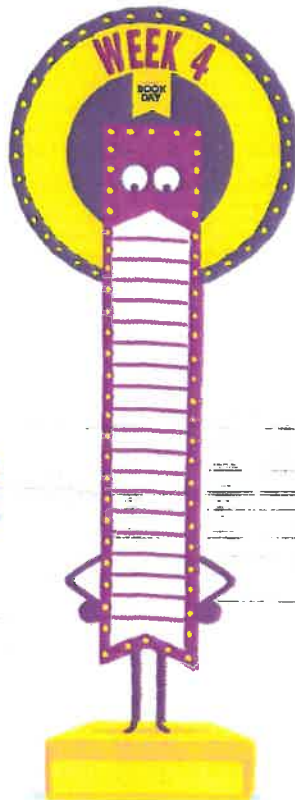
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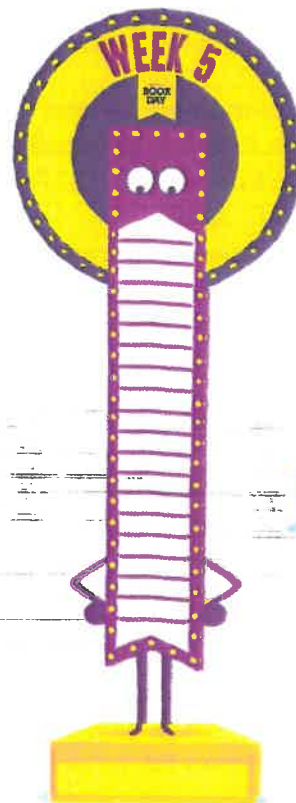
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stories this week



I shared

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I shared

stories this week

PRIMARY

Celebrate stories. Love reading.

World Book Day is a charity funded by publishers and booksellers in the UK & Ireland.