

Dear Matt

Thank you for getting in touch. We did receive your email but, as a tiny organisation consisting of part-time members of staff, I'm sure you can appreciate that we were incredibly busy in the run-up to World Book Day.

With regards to your questions, I would like to direct you to the Q&A, which is publicly available on our website: <http://www.worldbookday.com/faq/>

Why were the YA titles announced later than the initial World Book Day titles?

We had always intended to develop a different plan around YA for 2018 and we wanted to make sure we got it right. We know this age group are different to our younger readers, and the way they consume literature is ever-changing. For many, celebrating World Book Day is something they did in primary school, so we want to reflect this in the way we cater, engage and speak to them. As a result of that and in acknowledgement of their different needs and different ways of engaging with the world, we tailored a list of full-length titles specifically aimed at them to sit alongside our £1 WBD books, as well as creating an exciting new movement – **BOOKCLUBBING** – both on and offline.

Why are there no £1 books for teens? How is World Book Day appealing to that audience?

For many young people, World Book Day is associated with primary school, so for the very first time, participating bookshops are offering teens the choice of FIVE full-length books, instead of two mini books, giving them a point of difference, greater choice and five fantastic authors to discover. These will be available for purchase for £2.50 or £1.50 with a £1 book token. YA authors are John Green, Taran Matharu, Benjamin Zephaniah, Penny Joelson and Francis Hardinge.

This year we're also developing an exciting brand new initiative aimed specifically at engaging young adults both on and offline, as part of the World Book Day campaign. Teenagers are different to our younger readers, and the way they consume literature is ever-changing. We want to 'age up' World Book Day for them, reflected in the way we cater, engage and speak to them. Our exciting new movement **BOOKCLUBBING** intends to do just that. Working with booksellers, publishers, authors and influencers, we'll be targeting teenagers in their own spaces, online as well as making sure we can give them real offers, ideas and choices in bookshops and at home and school too.

How much of World Book Day is about dressing up?

World Book Day want to create a 'Christmas morning' feeling around books and reading, encouraging children to use their imaginations and engage with the world of books in as creative a way as possible, and by dressing up and bringing their favourite book characters to life, they are doing just that. Children and young people are welcome to dress up and take their favourite books to school to celebrate the books and characters they love and the fun of reading. They can do this in any way they like, and World Book Day encourages them to get creative, by making their own inexpensive props or costumes at home or at school and, if possible, to make a £1 contribution to Book Aid International, too, to enable them to send books to children in other countries.

World Book Day is principally about encouraging children and young people to read and love books and the book tokens allow us to spread that joy. Last year over 1.2 million £1 book tokens were redeemed, enabling 1 in 4 KS2 children (1 in 3 for those receiving free school meals) to 'purchase' their first ever book. Research by the National Literacy Trust* has indicated that 89.5% of children aged 8-11 are aware of World Book Day and that, in 2016, 60% of children were inspired to read more by the celebration.

Alongside activity on World Book Day itself, we ran a national tour of author/illustrator events around the country in '***The Biggest Book Show on Earth***', as well as the incredibly successful **World Book Day Award** (WoBoD) for the fourth year, in partnership with Piccadilly Press, Sir Chris Hoy, Joanna Nadin and Claire Elsom's *Flying Fergus* series in 2018. We had over 300 entries, involving over 70,000 children, families and communities, creating 'mass hysteria' around reading for pleasure. This year £20,000 worth of books were won, to fund life-changing libraries for winning schools.

With regards to the usage of the World Book Day logo on our style guide, we, as a charity have direct ownership on how and when our trademarked logo is used. We have worked with a small number of retailers this year to ensure the messaging is directed towards books and reading, precisely because we don't want to books to be missed out of the equation. One example we saw on Twitter used our logo without our permission and the company were immediately asked to cease and desist.

While we appreciate that dressing up has become an enormous part of the day, for us, books and reading sit at the very heart of our celebration and all of our materials, so it is entirely the decision of schools whether or not they decide to join our call to arms – it is not something we can force them to do. As part of an ongoing three-year campaign, ALL of our messaging this year was focussed on our SHARE A STORY theme, to encourage parents to spend time reading with their children for at least 10 minutes every day.

Regards
Kirsten Grant
Director, World Book Day