

WORLD  
BOOK  
DAY

4 MARCH 2021

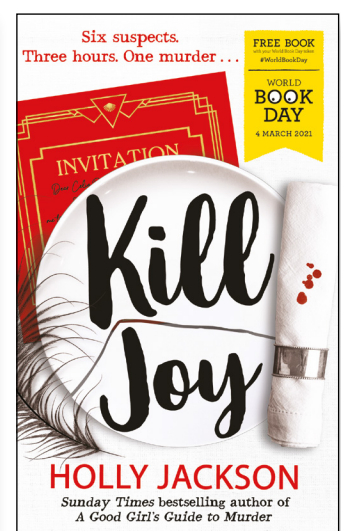
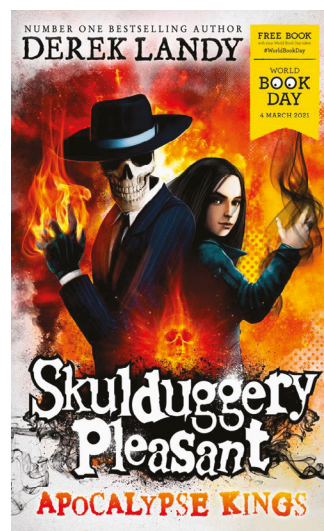
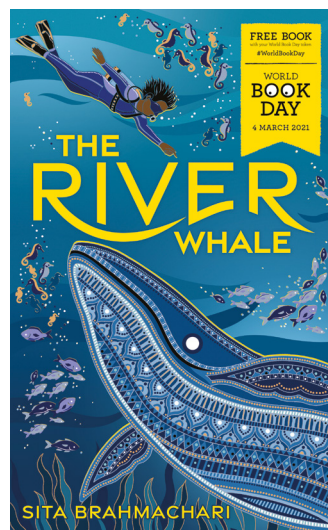
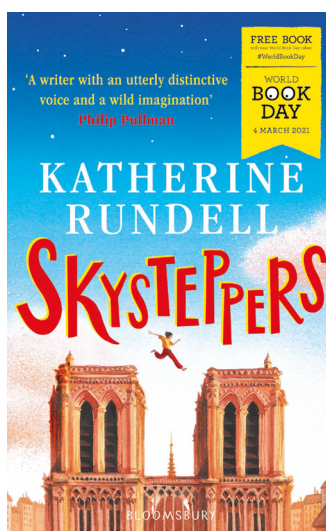
# A TEACHER'S GUIDE TO

for  
Secondary  
Schools

# WORLD BOOK DAY

## 4 MARCH 2021

## PROUDLY INTRODUCING OUR 2021 £1 BOOKS



This World Book Day, secondary school pupils have a choice of **FOUR BRILLIANT BOOKS**, depending on what appeals to their interests. There is something here for every kind of reader.

To support young people making an informed choice, the World Book Day titles have a short preview online. You can find these on each of the book pages at [worldbookday.com/books/](https://worldbookday.com/books/).

Find everything you need for  
World Book Day 2021 at

[worldbookdaysocial.com](https://worldbookdaysocial.com)

SPONSORED BY  
NATIONAL  
BOOK  
tokens

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.

# THE POWER OF BOOKS



## WHAT DOES READING MEAN TO YOUNG PEOPLE TODAY?

**This year, we are working with our partners at the National Literacy Trust to turn our focus toward young people and their reading experiences.**

We are talking to real teenagers to discover what reading means – or doesn't mean – to them. Now, more than ever, reading is crucial for young people when it comes to tackling issues including future plans and success, stress, anxiety and mental health. Reading can improve cultural awareness and help teens to develop stronger social skills, vocabulary and writing skills. We want to understand how and why teenagers might read more books.

Our research will help us to learn more about the way teens engage with books and reading.

Teenagers' commitments, from studying to socialising, playing sports, hobbies and family responsibilities can put books and reading low down on their To Do list.

So now we're inviting teenagers to join in the discussion, and tell us what would help to get them reading more and how we can support them to make space for reading.

Thank you – you make World Book Day happen!

Cassie Chadderton  
Chief Executive, World Book Day



## TOPICS FOR DISCUSSION



**This World Book Day, here are some suggested topics for discussion groups in your class/as part of pupils' online learning:**

- Do you make time to read? What persuades you to read for enjoyment when there are other things to do?
- Compared to music, videos, games and online, how do you experience books and reading as part of your personal time?
- Which books are cool? Which books get it right – and which books do you feel get it wrong? Which would you talk with your friends about?
- Have you found a book that seems to be about you and your thoughts and ideas yet? Do you feel more interested in reading if the books reflect your own experience and the world around you?
- Is it important to you that your friends and others you follow or talk with share or talk about reading?



To find out more about our research, head to [worldbookdaysocial.com](http://worldbookdaysocial.com).

To tell us your pupils' thoughts you can tweet us [@WorldBookDayUK](https://twitter.com/WorldBookDayUK) or email: [hi@worldbookday.com](mailto:hi@worldbookday.com)

**“We shared our favourite stories on World Book Day and spurred on some conversation on many controversial topics. I really enjoyed it!”** – National Literacy Trust: Secondary school pupils' experience of World Book Day

In 2021, we are all thinking of ways to celebrate World Book Day differently. Visit [worldbookday.com](http://worldbookday.com) to find suggestions for adapting your plans.

## TIP

If not all young people 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/](http://worldbookday.com/digital-book-token/)

## How do young people receive their books?

We hope your token and poster packs will be with you by mid February. Please give the tokens out to all young people who are still in school as soon as possible (for any issues receiving your pack, email [wbd@education.co.uk](mailto:wbd@education.co.uk)). Young people 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 young people choose their £1 books?

- The World Book Day £1 books are a gift to young people 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.
- Young people 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](http://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?

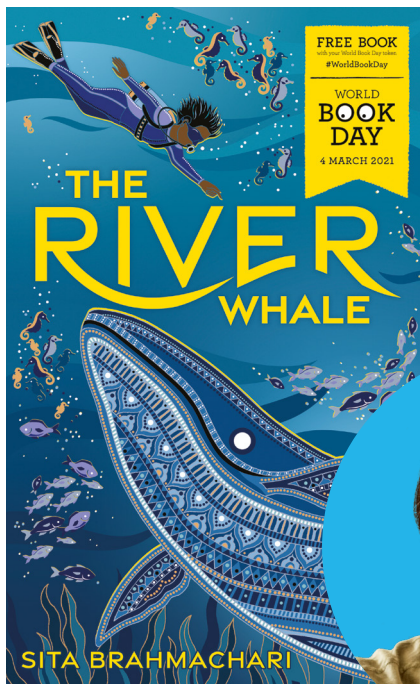
- This year our £1 book tokens can be redeemed in bookshops and supermarkets from **Thursday 18 February – Sunday 28 March.**
- For full terms and conditions, please go to: [worldbookday.com/terms-conditions](http://worldbookday.com/terms-conditions)



We hope young people 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.

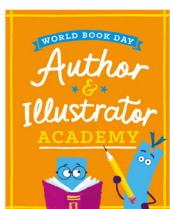


# MEET OUR BRILLIANT £1 AUTHORS



## SITA BRAHMACHARI'S *THE RIVER WHALE*

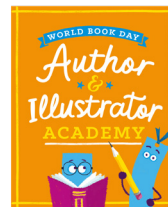
explores a dream becoming reality and is written using a mixture of free verse and prose. Sita's experience in telling stories for audiences on stage in the theatre and working with young people in workshops listening to their views of the world are a huge influence on her writing.



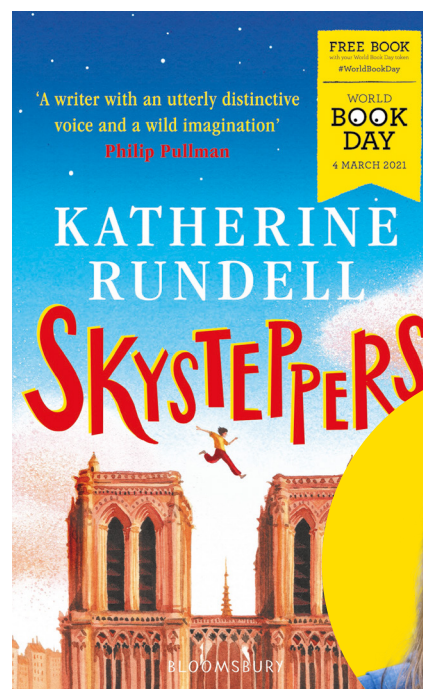
Watch Sita's World Book Day Author & Illustrator video on 'Inspirations for storytelling flow' – [worldbookday.com/online-masterclasses/inspirations-for-storytelling-flow](https://worldbookday.com/online-masterclasses/inspirations-for-storytelling-flow)

## KATHERINE RUNDELL'S *SKYSTEPPERS*

shares her love of being on the rooftops of a city and the different perspective that offers. This book is a prequel to *Rooftoppers*. When Katherine isn't climbing the roofs of Oxford colleges she is teaching Shakespeare or writing adventure stories.



She shares more of her inspiration for this book and some writing ideas for you to try in her World Book Day Author & Illustrator video on 'Imagine a wild adventure' – [worldbookday.com/online-masterclasses/imagine-a-wild-adventure/](https://worldbookday.com/online-masterclasses/imagine-a-wild-adventure/)

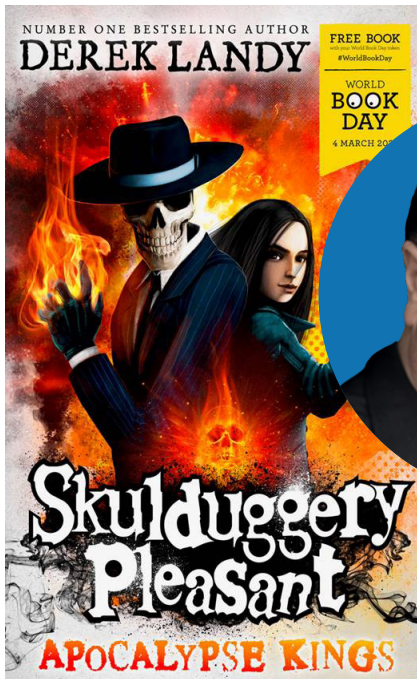


For brilliant books to add to your TBR pile recommended by our £1 authors, visit [worldbookdaysocial.com](https://worldbookdaysocial.com)

**World Book Day is an important source of book discovery for 26% of less affluent households.**

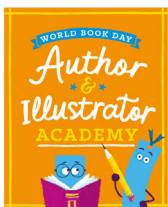
- Nielsen Deep Dive, 2019 #WorldBookDay

# MEET OUR BRILLIANT £1 AUTHORS



## DEREK LANDY'S SKULDUGGERY PLEASANT APOCALYPSE KINGS

is a stand-alone adventure from his bestselling series of books, SKULDUGGERY PLEASANT. Derek writes authentic, likeable characters within his witty novels, and his video centres around writing realistic people alongside how he's kept himself entertained during lockdown.



Discover his World Book Day Author & Illustrator video, 'How to make characters feel real' – [worldbookday.com/online-masterclasses/how-to-make-characters-feel-real/](https://worldbookday.com/online-masterclasses/how-to-make-characters-feel-real/)

## HOLLY JACKSON'S KILL JOY

Holly Jackson finds inspiration to write her novels from her own passion for true crime. She lives in London and aside from reading and writing, she enjoys playing video games and watching true crime documentaries so she can pretend to be a detective.



You might be starting to think about yourself as a writer or be looking for information about how writers put your favourite books together and our previous Author Academy videos might help you on that journey. Visit [worldbookday.com/online-masterclasses/](https://worldbookday.com/online-masterclasses/) for videos from Malorie Blackman, Holly Smale, Chris Riddell and Muhammad Khan.

Find everything you need for World Book Day 2021 at  
[worldbookdaysocial.com](https://worldbookdaysocial.com)

**“World Book day let us see how many different types of books there were for grabs and that made me very excited.”** – National Literacy Trust: Secondary school pupils' experience of World Book Day #WorldBookDay

# CREATE A COMMUNITY OF READING

## EVEN IF WE CAN'T SPEND TIME TOGETHER

We have spent more time than ever in our houses this year, but books provide a way to travel without leaving our rooms. This World Book Day consider how 10 minutes of reading every day can help you discover the world.

### CAN YOU

- help your friends/other teens find their perfect read to find out more about the world we live in or escape it entirely.
- write that book - use our Author Academy to give you hints and tips.
- find out what your favourite YA author is recommending - visit our site to find out.
- find out more about what your friends and classmates have been reading to help you pick your next choice
- talk about books and reading – you might want to have a conversation about the role of reading in your busy lives using some of the questions in this pack to get you started or you might want to use the online previews of the World Book Day £1 books to talk specifically about what attracts you to or puts you off a particular book.

If these conversations spark some ideas or recommendations please share them with us by joining in with Show Your Shares using [#WorldBookDay](https://twitter.com/WorldBookDay) or contacting us on [hi@worldbookday.com](mailto:hi@worldbookday.com)



## Share A Story Live with World Book Day

Our live event for secondary students this year invites young people and authors to consider reading's relationship with the real world. To find out more about the participating authors and have a sneak peak inside their books visit [worldbookday.com/books/](https://worldbookday.com/books/)

**5TH MARCH  
10.30AM**

**How Reading Helps Us  
Understand the Real World**



Sita Brahmachari

Jess French

Katherine Rundell

Hosted by **Jessie Cave**

Share a Story Live is perfect for your pupils to enjoy in class or at home!

To find out more and keep up-to-date with event details, please go to:  
[worldbookday.com/events](https://worldbookday.com/events)



For many young people 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'

## SHOW YOUR SHARES

We want to know how you are creating your reading communities so we're asking you to share with us how you are sharing reading.

- **EVERY WEEK** during World Book Day month (four in total), we'll award prizes for the best story shares with a different theme each week.
- **THE PRIZES** are a **£100 National Book Token** per school 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 you and your friends help to influence others to read in a new way?
- **THE COMPETITION** runs from 22nd February 2021 for 4 weeks.
- **HOW TO ENTER** Find out how to enter at [worldbookday.com/show-your-shares](http://worldbookday.com/show-your-shares) from 17 February.



## LINK UP WITH LIBRARIES

Don't forget to connect with your local library to find out about their World Book Day plans and events as well as encouraging pupils and their families to join to use their amazing free services.

Find yours at: [gov.uk/local-library-services](http://gov.uk/local-library-services)

## AUDIOBOOKS

Do you love stories but find it difficult to squeeze in the time to read - how about trying an audiobook? Perfect for when you're doing other chores or out doing your exercise. A brand new selection of brilliant FREE audiobooks will be available for World Book Day 2021. Available from [worldbookday.com/world-of-stories](http://worldbookday.com/world-of-stories) from 18 February – 28 March 2021.

## READER RECOMMENDS

We've asked some of the UKYA community's best-known authors, influencers and booktubers to send us their recommended teen and YA reading highlights for 2021. Head over to our website to find recommendations or follow us on Twitter and Instagram to see what our authors are up to.

We also have our own Power Lists and more at [worldbookdaysocial.com](http://worldbookdaysocial.com), to help you find exactly what book to pick up next!

## PENGUIN TALKS

Penguin Talks, in partnership with Speakers for Schools, launched in April 2020 with live talks from authors in their homes during the COVID-19 lockdown. This series of nine talks focused on issues which mattered most to young people during this time, including how to manage anxiety, challenge inequality and prepare for the future world of work.

Explore the talks here: [penguin.co.uk/company/creative-responsibility/penguin-talks.html](http://penguin.co.uk/company/creative-responsibility/penguin-talks.html)

**"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

## Fundraising for World Book Day

# RAISING MONEY, RAISING READERS

Every year, schools 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.

## BIG BOOKY BREAKTIME

### 1 BIG BOOKY BREAKTIME

For brilliant ways to host your own fun Big Booky Breaktime, visit our fundraising page.

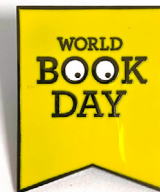
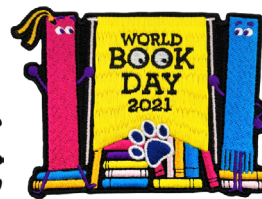
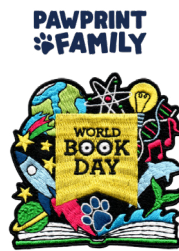
**N.B.** From 2021, World Book Day will lead schools' fundraising

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 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

### 3 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. In partnership with [goodstitch.org.uk](http://goodstitch.org.uk)



Brand NEW for 2021

### 4 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.



Read for Good  
Motivating kids to read

## HOW CAN YOU HELP?

Discover fundraising ideas as well as how they can be adapted to be covid-safe at [worldbookday.com/fundraising/](http://worldbookday.com/fundraising/)



# ON YOUR BOOKMARKS, GET SET, DRAW!

## DESIGN A NATIONAL BOOK TOKEN COMPETITION 2021

NATIONAL  
BOOK  
tokens



You, your students 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.**



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

## 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?

### 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.

**FIND OUT MORE**, download an entry form and see terms & conditions to enter at [worldbookday.com/competitions/design-a-national-book-token-2021/](http://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](http://worldbookday.com) [#worldbookday](https://twitter.com/WorldBookDayUK)

[f 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.