

WORLD  
**BOOK  
DAY**

6 MARCH 2025

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tokens

# World Book Day 2025

## Toolkit for Coordinators in Schools and Settings

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Find more at

[worldbookday.com/celebrate-world-book-day](https://worldbookday.com/celebrate-world-book-day)

**Changing lives through a love of books and reading**

World Book Day® is a registered charity sponsored by National Book Tokens

Registered charity number 1079257 (England and Wales) | Registered company number 03783095 (UK).



ILLUSTRATED BY VIVIAN TRUONG

# Welcome to World Book Day 2025

## Helping children read their way

**World Book Day champions reading for fun**, because it seriously improves children's lives.

We know children are more likely to read if they think they'll enjoy it<sup>1</sup>. So, we're here to challenge the idea that reading is hard work and boring. We make it fun for children to express themselves through reading.

Through our annual event in March, with its **joy, celebration and fun**, we encourage more children to read, and raise awareness of the difference reading makes to their lives.

Our 2024 research shows that children feel reading is something they *have to do*, rather than something they choose to do.

**Read Your Way** encourages everyone to let go of reading pressures and expectations, and empowers children and young people to have fun discovering reading on their own terms.

By working together to celebrate World Book Day, we can help share the joy of reading and books with more children and their families.



**Cassie Chadderton**  
Chief Executive  
World Book Day



*While 70 per cent of parents and carers report that their two to four year olds 'love' or 'like' reading, this drops to 64 per cent for five to seven year olds (KS1).*

*Parents say that by the end of primary school, only 51 per cent of children 'love' or 'like' reading<sup>2</sup>.*

At World Book Day, we believe there are **six key principles of reading for pleasure**, and these help shape our work. Children are more likely to love reading if:

Someone reads to them regularly

They find time to read

They have books at home and at school

They know a trusted person who can help them find the right books

We make reading fun for them

They are given a choice in what they read



<sup>1</sup> <https://www.worldbookday.com/2024/03/judgement-and-expectations-are-putting-children-off-reading/>

<sup>2</sup> [reading-in-the-early-years.pdf](https://www.worldbookday.com/2024/03/reading-in-the-early-years.pdf) (booktrust.org.uk)

# Your World Book Day timeline

## Dates for your diary

9 December	All World Book Day 2025 online materials published
9 December	School library staff briefing webinar
15 January	Educators' briefing webinar
Late January	World Book Day book tokens and posters arrive in your setting
13 February	Books available in shops – to ensure your children have a wide choice of books, distribute your tokens before half term
<b>6 March</b>	<b>WORLD BOOK DAY!</b>
23 March	Final day of token exchange



## December - Get ready

- Read this information pack.
- Explore the [World Book Day £1/€1.50 book selection](#).
- Find your [nearest bookseller](#). Please contact them directly if you want to work with them in school. There are guidelines on working with booksellers [here](#).
- Ensure your colleagues can access our [online resource bank](#):
  - [Early Years and Foundation Stage](#)
  - [Primary School](#)
  - [Secondary School](#)
  - [School Library](#)
  - [Scottish School](#)
  - [Welsh School](#) (dual language)
  - [Irish School](#) (dual language)



- [Download our asset pack](#). With posters, bunting and templates for communications, it's got everything you need for your World Book Day celebration.

World Book Day® is a registered trademark. You can use our name and brand assets for any of your World Book Day activities – but you must not use them to fundraise for other charities. Please contact [hi@worldbookday.com](mailto:hi@worldbookday.com) to talk to us about joint fundraising initiatives.

[Download our fundraising pack](#).

## Start planning your World Book Day with colleagues

- The World Book Day £1/€1.50 book tokens and posters will be delivered to your school. Please contact [wbd@education.co.uk](mailto:wbd@education.co.uk) if you have any questions.
- Plan your activities with the help of our [resource bank](#).
- Use our [Caregivers Communications Toolkit](#).
- Choose the World Book Day events you're going to join – [display this poster](#) in your staffrooms
- If your school would like to support others to read for pleasure, please explore our [fundraising pack](#).
- Explore our exclusive range of [eco-friendly bookmarks from Impact](#). Crafted from recycled leather, featuring fun illustrations by our fabulous 2025 illustrator Vivian Truong, you can personalise the bookmarks with your school logo or take your pick from the ready-made range! [10% of every sale will be donated to our charity.](#)



### Contribute your ideas to our Activity Bank!

Our Activity Bank offers a range of ideas and activities from World Book Day, and fellow practitioners, all designed to promote our [six principles](#) of reading for pleasure.

[Share your ideas here](#)

- Give out the £1/€1.50 tokens!** Children can swap their World Book Day £1/€1.50 book token for a free £1/€1.50 book between **13 February and 23 March**. The earlier they have their tokens, the wider their choice of books will be.
- Order your accessible copies** –braille, audio or large print versions of the World Book Day £1/€1.50 books are available through Guide Dogs, RNIB, Vision Ireland and Calibre Audio.
- Help your children choose the right book for them using the resources available on our [£1/€1.50 book pages](#), including:
  - Look Insides: the opening pages of each book, developed with Nielsen BookData.
  - Games, conversation starters and sensory activities, developed with Coram Beanstalk and Bag Books.
  - Videos from the World Book Day £1/€1.50 book authors and illustrators.
- Share your World Book Day plans with your school community using our [Caregivers Communications Toolkit](#).

World Book Day  
£1/€1.50 digital  
book tokens  
available!

[CLICK HERE](#)



# World Book Day 2025: Events Programme

## For Practitioners

### Preparing for World Book Day

**Wednesday 15 January, 4pm**

Hear about World Book Day's approach to reading for pleasure and let us answer your questions.

[Book online here](#)

Our session for school library staff on 9 December will be available on our YouTube channel from the week beginning 15 December.



### Webinar series: Overcoming Barriers to Reading for Pleasure

In preparation for World Book Day, explore our 2024 webinar series on [YouTube](#), created in partnership with the Open University Reading for Pleasure team.

### Book Chat: Building Community, Inspiring Young Readers – World Book Day x EmpathyLab webinar Wednesday 4 June, 7pm



A collaborative event as part of the Empathy Day Festival 2025.

Register your interest [here](#).

### Include authors and illustrators in your celebrations!

Your local bookseller, [Authors Aloud](#) or [Authors Abroad](#) can also help you arrange an in-person or digital event.

Early booking is advised!

## For children

Include authors and illustrators in your celebrations by using our FREE fantastic bank of videos from our £1/€1.50 authors, developed with [Authorfy](#).

### Great World Book Day Footy & Booky Quiz

**Thursday 6 March, 9.30-10.15am**

Join us, the National Literacy Trust and Premier League Primary Stars on World Book Day for our interactive quiz, **featuring footballers** from the Premier League, English Football League and the Women's Super League, cutting it **alongside authors** at the top of their game.

[Register here](#)

or email [sport@literacytrust.org.uk](mailto:sport@literacytrust.org.uk)



### BBC Teach Live Lesson

**Thursday 6 March, 11am**



Join BBC Teach live from Bradford, UK City of Culture 2025, for a special World Book Day Live Lesson at 11am on CBBC and BBC Teach!

Aimed at 7-11 year-olds, the lesson will feature guest authors, book recommendations, and engaging, curriculum-linked activities to celebrate reading for pleasure.

[Find out more here](#)

### Pobble 365 live on World Book Day!

**Thursday 6 March, 1.15pm**



Step into the Magic Library with Pobble this World Book Day! Join our free live writing session, designed to inspire children aged 7-11 to create magical stories based on their favourite books. Perfect for celebrating the joy of reading and writing!

Sign up [here](#).

Thursday 6 March

# Happy World Book Day!

Share your celebrations!

We hope you have a FANTASTIC day.

Please share your images with us.

If you tag us in social media posts from school, we will assume you have the relevant permissions and repost on our channels.



WORLD  
BOOK  
DAY

## #WorldBookDay

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 youtube.com/worldbookdayuk

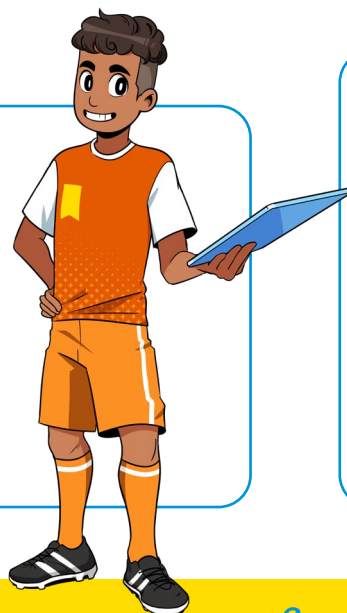
## World Book Day all year round



Help children to read for fun all year round – visit our [Resources Hub](#) for ideas and resources.



Start planning for next year – run a review with staff and children to find out how your World Book Day went and what you can do next.



Keep sharing your ideas – our [Activity Bank](#) offers a range of ideas and activities developed by World Book Day and by teachers and practitioners.

These are all designed to promote our six principles of reading for pleasure

[Share your ideas here.](#)



# Design a National Book Token Competition 2025



Our sponsors, **National Book Tokens**, are inviting children of all ages to share their creativity – and their love for books and reading – by designing their own fabulous gift cards.

**Six winners will bag HUNDREDS of pounds worth of National Book Tokens for their schools and themselves!**

## TO ENTER

Design a National Book Tokens gift card on the theme of **Read Your Way**.

**One OVERALL winner** will receive a **£10/€12** National Book Tokens gift card in their design **for every child in their class\*** and a class visit to a bookshop to spend them!

**FIRST prize** in each age range wins:

- **£350/€400** National Book Tokens for the school
- **£100/€115** National Book Tokens for the pupil

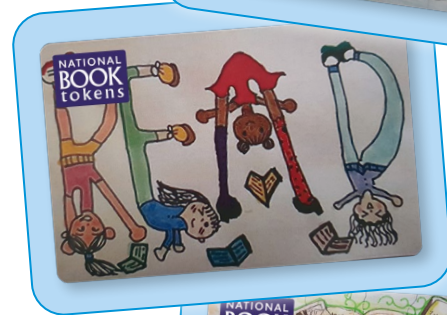
**SECOND prize** in each age range wins:

- **£200/€230** National Book Tokens for the school
- **£50/€60** National Book Tokens for the pupil

**The closing date for entries is Sunday 6 April 2025**

For full details and to download the entry form, visit [worldbookday.com/competition/design-a-nbt](https://worldbookday.com/competition/design-a-nbt)

\*Up to 35 gift cards; see terms and conditions for home-schooled students



## Did you know?

**National Book Tokens can be spent in bookshops everywhere and online.** National Book Tokens don't expire for 8 years, and all expired gift cards are replaced.

National Book Tokens come in a range of brilliant booky designs, or can be personalised with your school's crest or image.

Want to know more about how schools use National Book Tokens to inspire, reward and motivate their learners?

Visit [nationalbooktokens.com/learning](https://nationalbooktokens.com/learning)



# Thank you to



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[worldbookday.com](http://worldbookday.com)