

Dear World Book Day Co-ordinator



This year, World Book Day in the UK and Ireland falls on Thursday 1 March to coincide with the Spring term. Tens of thousands of schools took part in World Book Day in 2000, and we very much hope you will be able to join in this international celebration of reading for the fourth year running.

The World Book Day Book Token

In the UK and Ireland, thanks to a partnership between publishers, booksellers and Book Tokens Ltd, every school child in the UK and Ireland will receive a free £1 World Book Day Book Token to spend on a book or audiobook of their choice for World Book Day. These are enclosed with this pack. Please see the opposite page for further information about the use of the World Book Day Book Tokens.

The World Book Day Book Tokens can be redeemed at all participating bookshops from Monday 19 February until Saturday 10 March 2001 inclusive (minimum redemption £1.95, one transaction per Book Token). The World Book Day Book Token is also directly exchangeable for any of these four special £1 World Book Day titles: *The Gruffalo Song*, *Little Wolf's Postbag*, *Cloud Wolf: The Edge Chronicles* and *Shop Dead* (see page 3 of the Ideas booklet for further details).

What's in the World Book Day Schools' Pack?

Your pack includes an Ideas booklet, providing information, projects and events for World Book Day and focusing on a wide range of children's books, from nursery years right up to teenagers. A booklet of photocopiable worksheets offers classroom activities to accompany some of these titles, and also features a range of activities drawn from educational publishers' resources. In addition, the pack includes a World Book Day poster, and other display material.

There's also a letter from the Children's Laureate, Quentin Blake O.B.E. at the back of the worksheets, which can be photocopied for parents and carers.

Contributors

Contact details for all the contributors to this schools' pack, and supporting organisations, can be found on the website at www.worldbookday.com.

Helplines

There are a number of helplines available, where you can find details of your nearest participating bookshop, check on the World Book Day Book Tokens despatch date, or find out further information.

www.worldbookday.com

sponsored by www.fireandwater.com

What to do now

- Photocopy the information in this pack and distribute it to your colleagues.
- Discuss how you, your colleagues and your pupils want to celebrate World Book Day.
- Link up with your local bookseller and/or library to find out what they are planning.
- Tell us what you are planning for World Book Day. Please complete the fax-back form (p. 4) when you have finalised details of your World Book Day celebrations (which we can then use to generate publicity about the day).
- The World Book Day Book Tokens are supplied in batches of thirty. Please distribute them to your students before 19 February – the start of the redemption period.

School Book Clubs and Fairs

School book clubs have a special role to play, especially in rural areas where there are often no bookshops nearby, and provide magazines for children to take home and share with their families. Don't forget that some school book clubs, such as the Puffin Book Club, Scholastic and The Red House, will accept the World Book Day Book Tokens, as long as school orders are made out during the validity period of the token. And some school book fair companies – including School Book Fairs and Irish School Book Fairs – will also accept the World Book Day Book Tokens, as long as your planned event is held during the validity period of the World Book Day Book Token.

Extra World Book Day materials

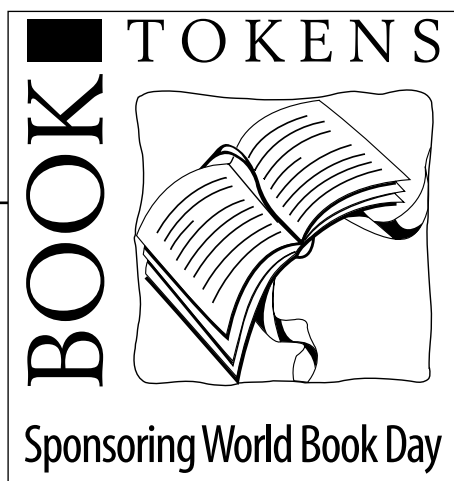
Additional copies of the Schools' Pack material are available at £5.00 per pack (includes postage and packing). Please send a cheque made payable to World Book Day Ltd, together with your address and the number of packs you require, to:

World Book Day Schools' Pack
Education Direct,
Unit 11, Lakeside,
Neptune Close
Rochester
Kent ME2 4LT

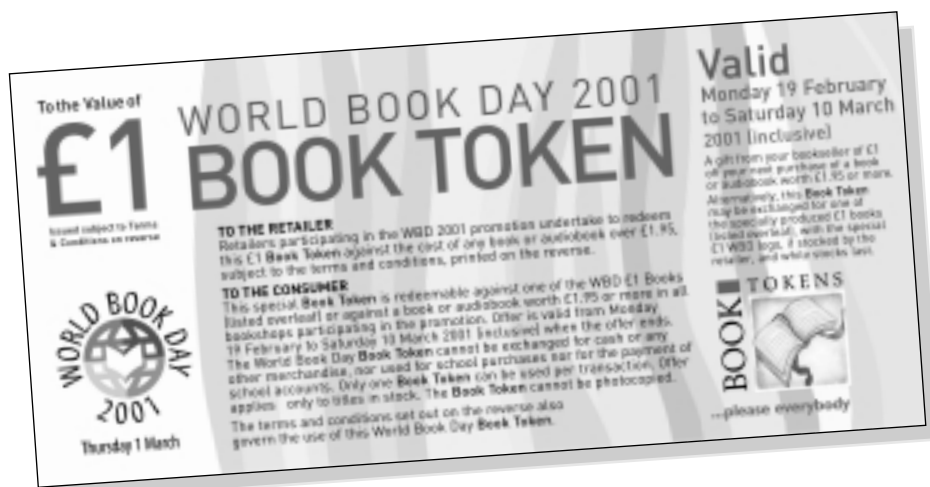
- Telephone: 01634 729810
(from 8.00am until 6.00pm, Monday to Friday)
- Fax: 01634 290175
- E-mail: wbd@education.co.uk

Schools in Wales should contact:

- Fax: 01970 625385
- E-mail: delyth.humphreys@wbc.org.uk



The World Book Day Book Token



You will have received with this pack enough World Book Day Book Tokens for every pupil in your school. The World Book Day Book Tokens can be redeemed in participating bookshops. If your school has no bookshop nearby, note that some book clubs and school book fairs will also be supporting the promotion.

Please check you have the right quantity of World Book Day Book Tokens and store them in a safe place until just before the start of their redemption period (19 February).

The World Book Day Book Tokens will be accepted at all participating bookshops from Monday 19 February to Saturday 10 March inclusive in exchange for any of the special £1 World Book Day titles (see page 3 of the Ideas Booklet). Alternatively, the Book Token can be redeemed against any other book or audiobook worth £1.95 or more. In bookshops, Book Tokens must be redeemed in person (one transaction per Book Token).

The cost of the redemption of the World Book Day Book Tokens is funded entirely by booksellers.

We are asking you to help by distributing the World Book Day Book Tokens in your school and explaining to pupils how to use them. One Book Token per pupil should be given out on or before Monday 19 February, perhaps in registration, assembly or during classes.

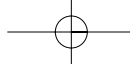
To find out if your local bookshop is taking part in World Book Day, speak to your local bookseller, or you can ring, fax or e-mail the World Book Day Helplines. Bookshops will be displaying World Book Day posters and notices in their windows. It might be a good idea to arrange sessions where pupils can visit their local shops with their Book Tokens and many bookshops will help with events during the World Book Day promotion.

To ensure you have adequate supplies for all the pupils in your school – up to the age of 18 and including those in nursery classes – you are likely to receive more Book Tokens than you will need. We would ask you to destroy the spare Book Tokens once you have distributed one to each pupil. Please note that World Book Day Book Tokens cannot be used to settle school accounts or for school purchases.

Look out for the Design a Book Token Gift Card competition on the back cover of the ideas booklet.

Terms and conditions for the World Book Day Book Tokens

- 1 This Book Token is redeemable at participating bookshops that promote their participation by displaying WBD 2001 notices.
- 2 This World Book Day Book Token cannot be used in conjunction with any other offer, or for the purchase of standard Book Tokens, and is not exchangeable for cash (although it has a value of 0.01p).
- 3 This Book Token can only be redeemed at participating bookshops supporting this special promotion. Please check that the shop accepts the World Book Day Book Token before you embark on a journey or elect to make a specific purchase in the shop. Contact your bookseller if you have difficulties in making a visit. In exceptional circumstances, it may be possible for books to be supplied by post if orders are sent during the redemption period, but a delivery charge may be imposed.
- 4 The specially produced £1 books for World Book Day are as follows: 'The Gruffalo Song' by Julia Donaldson and Axel Scheffler; 'Little Wolf's Postbag' by Ian Whybrow; 'Cloud Wolf' by Paul Stewart and Chris Riddell; and 'Shop Dead' by Kate Cann.
- 5 World Book Day Ltd shall not be liable in any way to any recipient of the World Book Day Book Token or any other party for any representation, implied warranty, condition or other term causing any loss, damage or costs whatsoever.
- 6 This World Book Day 2001 initiative is co-ordinated by World Book Day Ltd.
- 7 This Book Token cannot be used for the purchase of any of the Comic Relief books or other charity books where all proceeds of sale are returned to the charity concerned.



Your World Book Day events

Please tell us about the events your school is organising to celebrate World Book Day on 1 March. Colman Getty PR is compiling a national register of World Book Day events for media use and would very much like to include your event in it.

Please complete the details below and return by post, fax them or e-mail them to:

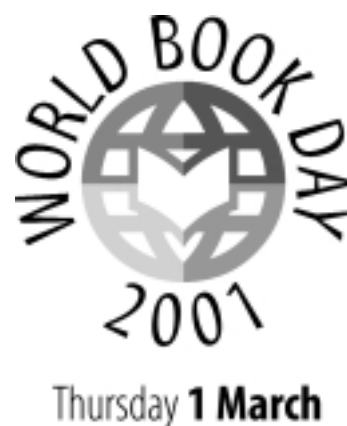
Rachel Gilmour,
Colman Getty PR,
17 & 18 Margaret Street
London W1W 8RP
Tel: 020 7631 2666
Fax: 020 7631 2699
E-mail: rachel@colmangettypr.co.uk

Schools in Wales should return this form to:

World Book Day,
Welsh Books Council,
Castell Brychan,
Aberystwyth,
Ceredigion SY23 2JB

Fax: 01970 625385

E-mail: delyth.humphreys@wbc.org.uk



World Book Day

Thursday 1 March

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Name

Position

School/college

Type of school

Address

Postcode

Tel

Fax

E-mail

School website

Details of events planned

Do you have links with a local bookshop? If so, which one?

Would you be prepared to help publicise World Book Day by involving the local media and press?

Yes No

Please photocopy

Fax back form to Colman Getty

