



Dear Parents / Carers

World Book Day is on Thursday 5th March 2026. We will be celebrating this with children dressing up as their favourite book character on this day. They will be taking part in a creative book related English lesson too.

It's time to *GO ALL IN* on reading and get creative!

To celebrate World Book Day and the UK's National Year of Reading 2026, National Book Tokens are inviting children of all ages to **DESIGN A NATIONAL BOOK TOKEN** for their annual competition. This year's winners will be selected by three very special guest judges: bestselling authors and illustrators Paddy Donnelly, Nadia Shireen and Sonia Leong!

Children are asked to create a bold, eye-catching gift card design that celebrates their interests and shows how books help them explore ideas, spark imagination and go further through reading, and they could win prizes galore. Here are some ideas to get started:

What do you love?

Think about your interests, hobbies or favourite things - from sport, art and music to animals, adventures, facts or fantasy. How does reading help you explore them more deeply?

How does reading connect to your passion?

Does reading help you learn new skills, imagine new worlds, discover real-life heroes, or understand something better? Try to show this through pictures, colours or symbols.

Go bold!

A gift card should stand out. Use strong images, clear ideas and eye-catching designs that make someone want to pick it up and give it as a gift.

Look at real gift cards

Check out gift cards in shops or online. What do they have in common? What makes your favourites work so well - and how can you use those ideas in your own design?

Six winning entrants will bag HUNDREDS of pounds or Euros for their schools and themselves so they can choose all the books they need during the National Year of Reading and beyond. Plus, one overall winner will see their design turned into a real National Book Token for every child in their class - and enjoy a visit to a bookshop to spend them!

So, get the pencils, pens and paints ready... and let's GO ALL IN this World Book Day. Children will take the template for the competition home with them on World Book Day. **Please return these by Tuesday 17th March 2026.** Every child will also be given a World Book Day token to buy a book with.

Happy reading!

Mrs Whale
(Literacy Leader)

