

## **Booktime 2007**

### **Quotes for media use**

#### **Marjorie Scardino, chief executive of Pearson**

“With many competing calls on their time, it can be hard for parents to find time to sit down, turn off and share a book with our children. But a love of books is one of the most precious gifts we can give our children and we hope the gift of *Funnybones* kick starts a life long love of books for many children across the UK.”

#### **Viv Bird, Director of Booktrust**

“*Funnybones* is a tremendously exciting book to read aloud, and parents and carers will have great fun reading it with their children. Booktrust is extremely grateful for Pearson and DCSF support for this book gift, a timely reminder to all families of the joys of sharing books together.”

#### **Sue Palmer, author, *Toxic Childhood***

“When parents are frantically juggling work and domestic responsibilities, children often rely on the TV for company. But what they really need is real-life contact with the loving adults in their lives -- sharing and talking about a book together is a lovely way to provide this contact.”

#### **Jools Oliver:**

“I love nothing better than snuggling up with my two girls and reading a book - whether on the sofa or just before bedtime. Like many busy parents, I sometimes struggle to find the time to turn off, slow down and sit and read aloud to my girls but I know it's not only one of the best things I can do with them, it's also hugely rewarding - for them and for me. That's why I am fully supporting Booktime. Pick up a book, sit down and enjoy the experience. A love of books is truly a very special gift mums and dads across the UK can give to their children.”

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