

Seaside summer spectacular for this year's National Bookstart Day

www.bookstart.org.uk

Bookstart today announces details for National Bookstart Day 2010 which will be held this year on **Friday 11 June**.

The theme of this year's National Bookstart Day is **At the Seaside**, to celebrate the new summer date for the annual celebration of Bookstart.

Over 500,000 free booklets of a unique poem and seaside illustrations by the author Tony Mitton and illustrator Alex Ayliffe, will be produced in celebration of Bookstart, which gives free books to every child in the UK. Posters, stickers and Bookstart At the Seaside postcards will also be distributed to support National Bookstart Day activities.

Thousands of families across the country will be invited to take part in a host of events in bookshops, libraries and a range of venues, to highlight the fun of sharing books. These will include rhyme sessions, appearances from the Bookstart Bear, seaside rhyme themed adventures as well as song and story telling sessions.

For the first time, to help celebrate this year's National Bookstart Day's theme, a special Bookstart beach bus will be bringing the seaside to the town to a selection of cities across England.

Rosemary Clarke, Director of Bookgifting, Booktrust:

"We are delighted that this year National Bookstart Day will be taking place in June. A love of books is one of the most important gifts that can be given to a child and it is never too early to start. We hope that this year's At the Seaside theme will encourage families to enjoy sharing books and rhymes together right through the summer, indoors and out."

Rosalie Hare, mother to Rita, 2 years old:

"Rita has received two Bookstart packs now and it is wonderful to see how her engagement with the books has developed. The books in her first pack were enthusiastically chewed and bashed about and met with great excitement and wonder. Now she is on to her second pack she is joining in with the stories, acting out parts and

giggling along to favourite funny bits. I always take a couple of books with me when we're out and about and we're looking forward to joining in with other local families in enjoying this year's seaside themed National Bookstart Day activities."

The website www.bookstart.org.uk enables parents to enter their postcode to look up National Bookstart Day events taking place in their area.

Interviews are available with:

Rosemary Clarke, Director of Bookgifting, Booktrust
Viv Bird, Chief Executive of Booktrust
Author Tony Mitton
Illustrator Alex Ayliffe

*****For more information, images and to pursue interview requests please call Alice Ingall on 020 8875 4827 or email alice.ingall@booktrust.org.uk**

Notes to Editors

Bookstart

Bookstart is run by Booktrust, an independent national charity that encourages people of all ages and cultures to engage with books. Bookstart is the national bookgifting programme that encourages all parents and carers to enjoy books with children from as early an age as possible. We want every child in the UK to develop a lifelong love of books. Bookstart is a public and private partnership and is generously sponsored by children's book publishers, Central funding is provided through the devolved administrations in Scotland, Wales and, the Department of Education in Northern Ireland and the Department of Education in England. Working through local authorities and primary care trusts, Bookstart gives the gift of free books to children at around eight months, 18 months and three years, along with guidance materials for parents and carers. Bookstart also aims to foster a love of books through a range of fun activities. Parents wishing to receive a pack should speak to their Health Visitor or contact their local library. Booktrust has developed two further free book programmes in the UK: Booktime, run in association with Pearson, gives a free book to every Reception class pupil, and Booked Up, which gives a free book, from a choice of nineteen to every Year Seven pupil.

Booktrust

booktrust



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Booktrust is an independent charity dedicated to encouraging people of all ages and cultures to engage with books. The written word underpins all our activity and enables us to fulfil our vision of inspiring a lifelong love of books for all.