



## World Book Day: quarter of children would not own a book without it

Research revealed on World Book Day (WBD) suggests that a quarter of eight to 11-year-olds would not own a book without the initiative.

The National Literary Trust's survey of more than 9,000 pupils has shown that nine out of 10 (89.5%) were aware of the event and that almost 60% were inspired to read more because of it. One in four children (25.2%) said that the first book they had ever bought was with the WBD token issued last year.



*Pupils from Saint Rose of Lima School in Glasgow celebrate World Book Day*

Kirsten Grant, WBD director, said: "We're extremely proud of how deep the impact of World Book Day continues to be in the lives of children and young people all over the UK, particularly in light of the recent news that one in ten people don't own a single book.

Evidence suggests that there is a lost generation of readers amongst today's adults, but we truly hope that, through giving children and young people greater access to books, World Book Day is ensuring that the next generation carry a love of reading with them on into adulthood. We want to empower children to make choices about what they want to read, and inspire them to be regular visitors to their local bookshop and library. Reading can offer a lifetime of pleasure."

Tokens can be exchanged for one of 10 specially-published £1 WBD books. David Walliams' offering, *Blob*, landed straight in the UK Official Top 50 number one spot, it was revealed this week.