

13th February 2026

Dear Parents and Carers,

World Book Day celebration – Friday 6th March 2026 Dress as your favourite character!

As you know, at Norwich Road Academy, we promote the importance of reading, and we like to celebrate the pleasure that books can give. We will be celebrating World Book Day here on **Friday 6th March** and we would like to invite you to join us in helping your child to make the most of this special occasion.

World Book Day celebrates the joy and value of books and reading. At Norwich Road Academy, reading is at the heart of everything we do. World Book Day is an opportunity to celebrate the importance of this and the enrichment reading brings to all our lives. The World Book Day website has lots more information for you, including videos of stories that you can share together with younger readers, in their 'share a story corner': www.worldbookday.com/families/share-a-story-corner

Throughout the day, we will be celebrating World Book Day with a variety of book-based activities. It is an extra special year to do this as it is the **National Year of Reading**. The National Year of Reading 2026 is a UK-wide campaign designed to inspire more people to make reading a regular part of their lives.

Competitions and prizes

All children are invited to **come to school dressed as their favourite book character** on the day.

Design a National Book Token (Use the attached template)

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. **The National Year of Reading theme, Go All In**, is all about diving deeper into the things you already love through reading. Whether you're passionate about football, animals, space, fashion, gaming, history, music or making people laugh, books can bring your interests to life in exciting new ways.

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.



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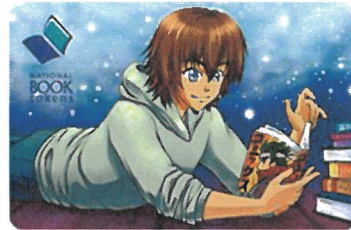
Go bold!

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?

There will be prizes for the best costume and the best book token design for each year group!



The travelling **book fair is visiting us from 26th February – 3rd March**. All children will be receiving a World Book Day voucher. The children will be able to use their vouchers at the fair and browse for titles that they may wish to purchase.

We are really looking forward to seeing children get involved with all the activities and hope this gives them an opportunity to celebrate their favourite books and to have fun getting creative at home!

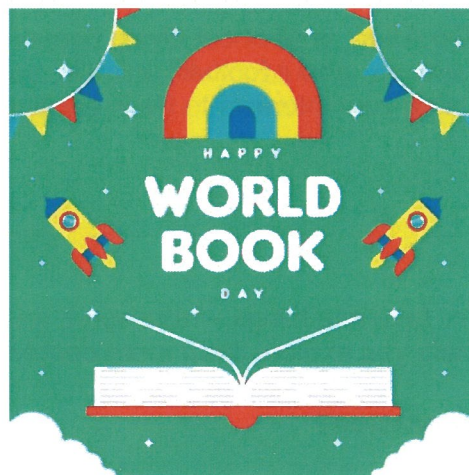
I would also like to use this opportunity to promote our academy reading challenge. We have certificates, badges, rewards and celebrations, linked to the number of 'reads' that are recorded for each child. Once children achieve 500 reads, they receive a golden token to use at our book vending machine!

It has been proven that children who have high confidence in and enjoyment of reading tend to have higher wellbeing and lower anxiety levels.

Please encourage your child with their reading journey. It really does make a difference!

Thank you for your support,

Miss Hannah Archibald
English Lead



We're a proud member of the EMAT family



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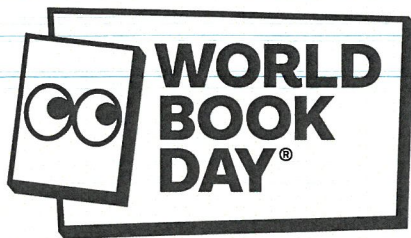


Kind School

PSQM

Historic England





DESIGN

A NATIONAL BOOK TOKEN

COMPETITION

DESIGN YOUR GIFT CARD HERE



Printing in bulk for your class? Fill in your details below before printing off copies!

Please print clearly

* CHILD'S FULL NAME:

* CHILD'S AGE:

Your relationship to the child: Teacher/librarian/other school staff Parent/carer Other (please specify)

YOUR NAME: MISS ARCHIBALD (ENGLISH LEAD).....

SCHOOL NAME: (Please state if you're home-schooling, or leave blank if you're a parent/carer)
NORWICH ROAD ACADEMY.....

TOWN/CITY: THETFORD.....

COUNTRY: United Kingdom Ireland

YOUR EMAIL ADDRESS: OFFICE@NOR.EASTERN-MAT.CO.UK.....

By signing, you give permission for the above-named child to enter the competition. For full terms and conditions, visit www.worldbookday.com

YOUR SIGNATURE:

National Book Tokens have been inspiring booklovers since 1932. We work with our charity partners - and through the thousands of people who give National Book Tokens as gifts and rewards each year - to encourage a lifelong love of reading among children everywhere. Accepted in thousands of bookshops across the UK and Ireland, National Book Tokens are the perfect way to reward and inspire. Find out more at nationalbooktokens.com

World Book Day® is a registered charity, company, and trademark

