

## Bookshop.org launches new charitable initiative 'Read It Forward' with BookTrust

- 10% of all children's books sales made in February to go to the charity
- Inspiring a love for reading and supporting indie bookshops in the UK
  - First collaboration between Bookshop.org and BookTrust

PRESS IMAGES [HERE](#)

London, Thursday 1 February 2024. [Bookshop.org](#) is today launching the charitable initiative [Read It Forward](#), in partnership with BookTrust, where 10% of every sale of a children's book made in February will be donated to the charity.



Launching on the first day of the month, just in time for half-term, and lasting until the end of February, Read It Forward encourages all parents, teachers, guardians and educators to consider purchasing books from [Bookshop.org](#), with a portion of the profit of each kids' book donated to the UK's largest children's reading charity.

The aim of the initiative is to inspire a love of reading in the next generation, with the money raised by the [Bookshop.org](#) drive going towards BookTrust's work of getting children reading – especially those from low-income families or vulnerable backgrounds.

Each year [BookTrust](#) reaches millions of children with books, resources and support for families to get every child reading regularly and by choice. A research-led charity, their specially designed programmes and products help children from all backgrounds experience the many benefits of shared reading. In addition, every sale on [Bookshop.org](#) supports independent bookshops across the UK, giving them an additional stream of income and keeping them thriving.

**Lizzie Catford, Director of Children's Books at BookTrust**, said: *"We're thrilled to partner with Bookshop.org on the Read it Forward initiative, a wonderful opportunity for readers to make a meaningful impact. This collaboration not only supports independent bookshops, vital pillars of our literary community, but also contributes directly to our mission of fostering a love of reading among children, particularly those facing challenges. At BookTrust, we believe in the transformative power of shared reading, and the funds raised through this initiative will support our vital work across England, Wales and Northern Ireland. This wonderful partnership emphasises the collective strength of readers, booksellers, and charities in building a brighter reading future for all children."*

**Nicole Vanderbilt, Managing Director of Bookshop.org UK**, said: *"This February, you can feel even better about buying books online. We are incredibly excited to launch a charitable book drive with BookTrust, marking our first collaboration with them. This month, we are giving parents and educators one more reason to buy books from Bookshop.org. In addition to supporting independent booksellers across the UK, this month we will be donating 10% of each children's book sale to BookTrust, contributing to their mission to develop a love of reading."*

Find out more about Read It Forward' [here](#), and follow the latest developments on social media.

- Ends -

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### **Notes to Editors**

#### **About Bookshop**

Bookshop is an online bookselling platform and affiliate network with a mission to financially support independent bookstores and literary culture.

Bookshop.org first launched in the USA in January 2020 and has already raised over \$25m for independent bookshops in the States. Bookshop.org launched in the UK in November 2020, and currently has over 550 independent bookshops and over 11,000 affiliates using the platform. The UK site has generated £3m for independent bookshops since its launch, being named Retailer of the Year in the British Book Awards in 2022.

Independent bookshops receive 30 percent of the cover price from each sale they generate on the platform. Books are offered to consumers at a small discount, with free shipping on all orders over £25, and in stock books are delivered within 2-3 days.

Bookshop.org is a Certified B Corporation and has received the prestigious status as a B Corp Best for the World 2022.

For more about Bookshop, please see [www.bookshop.org](http://www.bookshop.org) or at Twitter [@Bookshop\\_org\\_UK](https://twitter.com/Bookshop_org_UK), Instagram [@Bookshop\\_org\\_UK](https://www.instagram.com/Bookshop_org_UK) and Facebook [@BookshopOrgUK](https://www.facebook.com/BookshopOrgUK)

## About BookTrust

BookTrust is the UK's largest reading charity, getting millions of children reading, especially those from low-income families or vulnerable backgrounds.

Research shows that children who read regularly are happier and healthier and they form stronger bonds and relationships, they also do better at school, are more creative and enjoy more success in life. This is why BookTrust works with families, supporting them to start sharing stories and books together from the earliest possible age.

BookTrust support is based on robust evidence, designed to deliver reading behaviour change and is developed in partnership with families and expert practitioners to create inspiring and enjoyable shared reading experiences for children and families.

Some of BookTrust's key activities include:

- Bookstart programmes for babies, toddlers and pre-schoolers, which provide families with a wide range of carefully curated and designed books, resources and support to help families start sharing stories from the earliest moments and to continue reading throughout childhood.
- BookTrust Storytime, an interactive library experience developed to learn how BookTrust can best support families, especially those with lower incomes, engage with their local public library and develop an ongoing reading habit.
- The writer-in-residence programme which gives a platform to some of the best children's writers and illustrators in the country to champion the power of books.
- Supporting the work of the Children's Laureate (currently Joseph Coelho).

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