**Sainsbury’s joins forces with reading charity BookTrust to celebrate books and stories**

25 July 2017 - Retail giant Sainsbury’s has teamed up with [BookTrust](http://www.booktrust.org.uk/), the UK’s largest children’s reading charity, publishing house Penguin Random House and *Peppa Pig* brand owner, Entertainment One (eOne), to highlight the importance of children’s reading.

The partnership sees all four collaborate to publish *Shop with Peppa.* This fun interactive sticker story book follows on from BookTrust’s successful Bath, Book, Bed campaign which encourages families to put the bedtime story back at the heart of the night time routine. In the exclusive title, children are invited to help their favourite piggy complete a series of day to day activities, from going to the supermarket, to getting ready for bed. Copies will be available exclusively from Sainsbury’s stores across the UK from Monday 21st August.

The new alliance is part of a broader piece surrounding the Sainsbury’s Children’s Book Awards, in partnership with BookTrust. Judged by a panel of industry experts, the awards celebrate the best in class children’s books, encouraging parents and carers of young children to spend time together reading and experience the joy that stories bring. Held in August, the awards will be supported by instore activity to promote children’s reading, with special appearances at selected Sainsbury’s stores from the popular *Peppa Pig* family.

Pete Selby, Head of Books and Music at Sainsbury’s said: “We’re delighted to have commissioned this exclusive book with our partners BookTrust, eOne and Penguin Random House to help to shine a light on how important it is for young children to be reading and enjoying the fun of a story. Sainsbury’s is committed to putting the customer at the centre of our story and our book awards will ensure that families have a great choice of children’s books this summer!”

Diana Gerald, CEO of BookTrust said: “The children’s book market is continuing to go from strength to strength and the Sainsbury’s Book Awards, in partnership with BookTrust, are the perfect opportunity to celebrate this. Children’s books are fun, engaging and a wonderful resource for knowledge. Peppa Pig is a character loved by so many children and we’re certain this entertaining new book detailing Peppa’s adventures at the shops will help to inspire so many families to continue on their reading journey.”

Rebecca Harvey, Head of Global Marketing at Entertainment One Family commented, “We’re delighted that the new *Shop with Peppa* book will make the weekly supermarket shop a fun and engaging experience. We’re also proud to be included in a partnership that harnesses the popularity of *Peppa Pig* to bring families together through a shared love of books.”

Leanne Gill, Publisher, Brands and Media at Penguin Random House Children's said: “We’re very happy to be partnering with Sainsbury’s and BookTrust to promote the importance of bedtime reading. Peppa and her family’s everyday adventures connect with young children everywhere and this sticker story book reinforces the fun of helping with the shopping and including stories as part of the bedtime routine"

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**Notes to Editors**

***Peppa Pig: Shop With Peppa*** is a fun interactive sticker story book, created exclusively by Ladybird and Entertainment One for Sainsbury’s, in collaboration with BookTrust’s Bath, Book, Bed campaign and in support of the 2017 Sainsbury’s Book Awards. In this specially designed title, children are invited to help their favourite piggy friends complete a series of fun day to day activities, from going to the supermarket with Mummy Pig to getting ready for bed with Daddy Pig. Copies will be available to pick up in Sainsbury’s stores across the UK from Monday 21st August.

**BookTrust** is the UK’s largest children’s reading charity. We work to inspire a love of reading in children because we know that reading can transform lives. Each year we reach **3.4 million children** across the UK with books, resources and support to help develop a love of reading. Every parent receives a BookTrust book in their baby’s first year. Our books are delivered via health, library, schools and early year’s practitioners, and are supported with guidance, advice and resources to encourage the reading habit. Reading for pleasure has a dramatic impact on educational outcomes, well-being and social mobility, and is also a huge pleasure in itself. We are committed to starting children on their reading journey and supporting them throughout**.** [**booktrust.org.uk**](http://www.booktrust.org.uk)

**Entertainment One Ltd.** (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world. Entertainment One’s robust network includes film and television studio The Mark Gordon Company; content creation venture Amblin Partners with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; leading feature film production and global sales company Sierra Pictures; unscripted television production company Renegade 83; world-class music labels Dualtone Music Group and Last Gang; and award-winning digital agency Secret Location. The Company’s rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.

**Ladybird** is the official publishing partner of Peppa Pig, over 9.8 million Peppa books been sold to date in the UK as of 2016. Ladybird publishes over 350 unique Peppa titles in a wide variety of formats, and in 2017 Peppa Pig will partake in World Book Day’s 20th anniversary celebrations with an exclusive £1 picture book available from all good bookshops with a National Book Token. Ladybird has won three official eOne Licensing Awards since 2014, including Most Innovative Licensee in 2015 and Licensee of the Year in 2016. Ladybird has been publishing books for children since 1915 and it stands at the forefront of children’s publishing as one of the most iconic and well-known children’s brands. Its books are synonymous with quality, value for money, favourite stories and fun and are trusted by parents the world over. As well as traditional books, Ladybird publishes digitally including eBooks and apps and mobile delivery, offering a variety of formats and platforms to suit today’s parents and children. From birth through to confident young readers, Ladybird offers expertly crafted books and apps for your child’s every need. Every age. Every stage.

**Sainsbury’s** commitment to helping customers live well for less has been at the heart of what we do since 1869. Today that means making our customers’ lives better and easier every day by offering great quality and service at fair prices – across food, clothing, general merchandise and financial services – whenever and wherever they want it.

 As our customers’ lives change, so will our business. Sainsbury's acquired Home Retail Group, the owner of Argos and Habitat, on 2 September 2016, creating one of the UK’s leading food and non-food retailers - a multi-product, multi-channel business with fast delivery networks. J Sainsbury plc operates over 2,000 stores – 601 supermarkets, 782 convenience stores, 837 Argos stores (including concessions) and three flagship Habitat stores – together with major online channels for food, clothing, general merchandise and financial services. We sell over 90,000 products and employs 195,000 colleagues across the UK and Ireland.

 Sainsbury’s Bank offers accessible financial services products such as credit cards, insurance, travel money and personal loans that reward customers. Our vision is to be the most trusted retailer where people love to work and shop. Our colleagues, strong culture and values are integral to achieving this vision and driving our success – now and in the future.