



cyberjammies
seriously comfortable



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Cyberjammies support Pyjamarama with BookTrust



Cyberjammies are firm believers that a relaxing routine before bed, is vital in ensuring the whole family gets a good night's sleep. Turn off your devices, have a relaxing bath, get into your favourite PJs, then off to bed to read. In particular, we're passionate about little ones having a routine that finishes with a bedtime story.

We are proud to announce that we are supporting BookTrust's Pyjamarama on Friday 7th June 2019.

Our support campaign will run from the 13th May to 17th June 2019 and Cyberjammies will donate £1 for every pair of PJs sold online* and will also offer one family a complete set of Cyberjammies PJ's, as a prize. "We're delighted to be helping the BookTrust in their efforts to make sure that no child misses out on a bedtime story"

(*online refers to PJs sold on www.cyberjammies.co.uk between 13th May and 17th June).

Diana Gerald, CEO, BookTrust said: "BookTrust is so pleased to be teaming up with Cyberjammies. We know that snuggling up in pyjamas for a bedtime story is one of the most special times of the day; not only does reading provide huge benefits for babies and children but it also helps them drift off to sleep! We want every child to enjoy the benefits of the bedtime story and are delighted that Cyberjammies will be donating a £1 for every pair of PJ's purchased online to BookTrust to celebrate Pyjamarama and help us reach children across the UK"



About Cyberjammies

Cyberjammies collections of cotton based Pjs and Nightwear for men ladies and kids are sold online at www.Cyberjammies.co.uk and selected retailers UK wide.

Press Contacts:

For further press information, hi res images, press samples please contact our PR Cristie Herbert of CiCi PR Telephone (0)773 8399 617

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About Pyjamarama and BookTrust

BookTrust is dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative. Their early language development is supported and they also do better at school.

We are the UK's largest children's reading charity; each year we reach 3.4 million children across the UK with books, resources and support to help develop a love of reading, because we know that reading can transform lives.

We work with a variety of partners to get children excited about books, rhymes and stories, because if reading is fun, children will want to do it. Our books are delivered via health, library, schools and early years practitioners, and are supported with guidance, advice and resources to encourage the reading habit. booktrust.org.uk

Press Contacts:

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