

**Sainsbury’s Children’s Book Awards 2020 Winners Announced**

Sainsbury’s Children’s Book Awards is now in its seventh year and Sainsbury’s Argos are pleased to be partnering with BookTrust for the fourth time for the 2020 Sainsbury’s Children’s Book Awards. The Sainsbury’s team are passionate about ensuring children are supported from the very beginning of their reading journey and The Sainsbury’s Children’s Book Awards aim~~s~~ to celebrate some of the most exciting and enjoyable books of the year. As the UK’s largest children’s reading charity, BookTrust’s initiatives reach millions of children each year, recognising the power of reading to transform a child’s life.

The selection process begins with 18 nominated titles across 6 categories: ‘Activity Book’, ‘Baby & Toddler’, ‘Picture Books’, ‘Fiction’, ‘Learning & Development’ & ‘Favourite Characters’. There is also the Sainsbury’s Children’s Classic award, which is an accolade celebrating a book which has brought joy to generations of children, that parents will have grown up reading and that will continue to delight many more children in years to come.

**We are pleased to announce that this year's winners are:**

**Activity Book – Draw with Rob by Rob Biddulph**

**Baby & Toddler – Don’t tickle the Dinosaur by Sam Taplin**

**Favourite Characters – Oi See it! Say it! By Kes Gray**

**Fiction – Anisha, Accidental Detective by Serena Patel**

**Learning & Development – Do you Love Bugs? By Matt Robertson**

**Picture Book – Mabel and the Mountain by Kim Hillyard**

**Children’s Classic – Where’s Spot? by Eric Hill**

**Nicola Miller, Books Buyer for Sainsbury’s** **says**: “It is an honour to chair the Sainsbury’s Children’s Book Awards 2020. Now in its seventh year, this year’s awards are bigger than ever with the introduction of the new Activity Book category which aims to encourage creativity in children. The awards cover all ages and reading abilities and in this year’s shortlist there really was something for everyone. This year more than ever, with our children out of school for nearly six months, we need to keep a focus on child literacy but also encourage those reluctant readers to enjoy a good book and our winners really have these values at their core. Congratulations to you all.”

**Jill Coleman, Director of Children’s Books, BookTrust says**: “We’re delighted to partner with Sainsbury’s on this year’s Children’s Book Awards. At BookTrust we know the power of reading and stories in supporting children of all ages with language development, confidence, communication skills and resilience – and this is now more important than ever. This year’s winning books were selected for their inclusiveness and for their ability to engage and keep readers entertained time after time. I’d like to congratulate the winning authors and illustrators for all the pleasure that these books bring to children and families alike.”

For more details, please visit <https://www.booktrust.org.uk/sainsburys-childrens-book-awards> or please contact [Emily.Denham@sainsburys.co.uk](mailto:Emily.Denham@sainsburys.co.uk)

**About Sainsbury’s**

Helping our customers get the most out of life has been at the heart of what we do since 1869 and we achieve this by offering our customers easy, affordable access to the things they need, like healthy food, quality clothes, stylish homewares, the latest technology and more ways to manage their money. We strive to do all of this sustainably, so we can help our customers live well for less today and tomorrow.

We are a leading multi brand, multi-channel retailer, with a growing online and digital business, fast, convenient delivery capability and a structurally advantaged store estate of over 1,400 Sainsbury’s supermarkets and convenience stores and almost 900 Argos stores in stand-alone and supermarket locations. The Habitat brand is available in 16 locations and online.

We employ 172,000 colleagues who are integral to our success, now and in the future.

***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 3.9 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*