



Under embargo until 6th February 00:01

Jump into your PJs with BookTrust on 7th June 2019

UK's largest reading charity launches new nationwide fundraising campaign



6th February 2019 - [BookTrust](https://www.booktrust.org.uk/), the UK's largest children's reading charity, today announces the launch of its new nationwide mass participation fundraising campaign, Pyjamarama. The campaign aims to get children across the country in their pyjamas to raise funds for the reading charity.

BookTrust want children across the nation to ditch their normal clothes and rock their pyjamas for the day and have enlisted the help of some of the nation's best loved book characters including Matilda, Horrid Henry, Tracy Beaker and Ben and Holly (*see notes to editors for more details). On Friday 7th June, everyone is encouraged to put on their PJs and donate £1 to BookTrust so that no child misses out on the magic of the bedtime story. To sign up for your free Pyjamarama fundraising pack visit booktrust.org.uk/Pyjamarama.

All monies raised will go towards funding BookTrust's work in supporting more families. For just £25, BookTrust could provide 15 pre-school children living in women's refuge centres with their own book pack. (*see notes to editors for more details). Children who don't have access to books and stories in the early years start school a year behind their peers, a gap that widens as they get older.

Diana Gerald, CEO, BookTrust said: "We want to make sure that no child misses out on the life changing benefits of a bedtime story. We hope that children across the country will join their favourite characters in wearing pyjamas for the day and bring in £1 so that we can reach families who so desperately need our support. Wearing pyjamas all day is a wonderful way to show



support for reading, and importantly, it's incredibly easy for school, nurseries, children and busy parents!"

BookTrust is also working with libraries and community partners on this campaign. To ensure as many children as possible have their very own story to read before bed, the reading charity is also giving out over 450,000 free copies of the picture book *Car, Car, Truck, Jeep* by Katrina Charman and Nick Sharratt (Bloomsbury Children's Books) to libraries, children's centres and foodbanks, who are all getting involved with Pyjamarama themed events happening throughout the week starting 3rd June 2019.

Schools, nurseries and individuals can sign up for fundraising packs by visiting booktrust.org.uk/pyjamarama

[Ends]

Press Contacts: Sinéad Gosai, Press Officer, BookTrust, sinead.gosai@booktrust.org.uk, +44 (0)20 7801 8849

Notes to Editors

Pyjamarama is supported by Roald Dahl and Quentin Blake's *Matilda* (Penguin Random House), Tony Ross and Francesca Simon's *Horrid Henry* (Orion Publishing, part of Hachette Children's Group), Jacqueline Wilson and Nick Sharratt's *Tracy Beaker* (Penguin Random House Children's) and Ben and Holly from Entertainment One's *Ben & Holly's Little Kingdom*.

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

Funds raised from BookTrust's Pyjamarama campaign could go towards:

- £25 could provide 15 pre-school children living in women's refuge centres with their own book pack
- £50 could provide 6 families from deprived communities with additional support through their children's centre to develop a reading habit
- £100 could help us work with a struggling secondary school to support teenagers re-engage with reading
- £1,000 could enable us to support 740 children with a disability that impacts motor skills, providing them with specially created touch and feel books, finger puppets and guidance for parents