

23 March 2018

Dear Parent/Carer,

As you might be aware, we are approaching World Book Day differently this year by ensuring that our students understand the background to World Book Day and what it represents.

World Book Day is designated by UNESCO as a worldwide celebration of books and reading, and marked in over 100 countries all over the world. According to the UN, 17% of the world's population is illiterate and non-existent or basic education standards are the root cause of illiteracy. World Book Day is about us all recognising the importance of reading and appreciating books and the pleasures of reading that we have.

This week, in different subject lessons, our students will be exploring books, the enjoyment of reading and the importance of being part of the literate world for their future. Students can also expect a fantastic cake sale in our 'Book Tales and Cake Sales' cake competition. If you and your child would like to partake in the scrumptious cake competition by baking a cake at home for the competition, or just contribute a cake for a good cause we would be very grateful. This opens up another opportunity to raise money to purchase books for children who do not have the resources to read.

All money raised will be donated to the official World Book Day charity 'Book Aid'. 'Book Aid' believes that books change lives and that 'everyone should have the opportunity to read. Access to books gives people the chance to shape their own futures. They exist to help more people discover the joy of reading and the opportunities it can bring'. They help to provide books for children. More information can be found at: <http://www.bookaid.org/>

The week of learning will end with the World Book Day character dress up competition on Thursday 29 March 2018. All students are invited to dress up as a famous, recognised, literary character – from books, comics, scripts or any other literature, or come in their Onesie with their favourite book. If students do not want to take part in the character dress up competition, they need to come wearing their full uniform. There will be an opportunity for students to partake in other ways.

The costume should not include tracksuits or denim - if not applicable to the character and it should be suitable for the school environment. All students must bring their school uniform with them as well as their costume. If there are any doubts about the standard of dress, students will be required to change into their uniform.

Students are asked to make a contribution of £1 to dress up and be part of the competitions. The contributions will go to 'Book Aid International'. £1 will be collected during form time. If you would like to donate a cake or bake a cake please leave them at reception.

If you have any questions or queries, please do not hesitate to contact me at the Academy on 0121 373 1647 or alternatively email Bhavisha.Chaohan@E-ACT.org.uk

Thank you for your continued support.

Yours sincerely

B Chauhan

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Whole School Literacy Coordinator



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