

At KIWI we are soaring...

Striving for success

Owning our actions

Ambitious

Respectful, reflective, resilient



Kiwi Primary School
Hubert Hamilton Road, Bulford Camp, Salisbury,
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Tel: 01980 632 364
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Headteacher: Mrs L Eatherington

Wednesday 26th February 2025

Dear Parents and Carers,

We are excited to update you with details of our World Book Day plans!

Firstly, your child will be coming home with a Readathon sponsor card (please see the Read for Good information letter attached). This card is part of our effort to raise funds for the charity Read for Good, as well as to purchase new books for our school library. We kindly ask that the sponsor cards be returned to school by March 6, 2025. You can learn more about the impactful work of Read for Good by checking out the video on our social media channels.

Additionally, your child will also receive their World Book Day token. This token can be redeemed at various bookshops and supermarkets for one of this year's specially selected books. It's a fantastic opportunity to encourage a love of reading and to celebrate World Book Day together.

Our theme this year is 'cosy up with a good book' so we invite all of the children to come to school on Thursday 6th March dressed in their most comfortable gear ready to share lots of stories.

As always, we appreciate your support and look forward to seeing the positive impact World Book Day will have on our children's reading journeys.

Warm regards,

Mrs Addyman,

KS2 English Lead

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Motivating kids to read

'The more that you read, the more things you'll know.

'The more that you learn, the more places you'll go.'

- Dr. Seuss

We are running a **Read for Good in the week leading up to World Book Day** and we'd love your child to join in.

It's been proven that children who read for pleasure are more likely to be successful and happy throughout their lives (OECD, 2002).

The charity **Read for Good** encourages children to read through its unique motivational approach that inspires reluctant readers to give reading a go and keen readers to read more widely. Pupils can choose whatever they want to read - from comics to classics and audiobooks to blogs - they are not being assessed, it's all about reading for fun! And, they are motivated to read because the money they raise in sponsorship helps to provide a regular supply of brand-new books and a resident storyteller to every major children's hospital in the UK.

The evidence from other schools is clear: teachers, parents and pupils all say that the freedom to choose what to read, combined with the knowledge that they are directly helping children in hospital, makes participation easy and compelling.

All you have to do is:

1. **Take a look at what they plan to read**, or help them complete their list of books to read. Remember they can read whatever they want: books, e-books, poetry, comics – anything goes! Sharing books is fine too (in fact recommended!) as well as listening to audio books.
2. **Help your child find sponsors among family and friends**. The easiest way to sponsor a child is at <https://readathon.my.salesforce-sites.com/sponsor> (which family and friends can use too) or return the sponsor card with a cheque(s) or cash sent to school.

Please support your child's sponsored read as much as you can. They'll be helping kids in hospitals get books, as well as helping themselves, and our school receives free books worth 20% of our grand sponsorship total, so there really is something in it for everyone.

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Children have the week leading up to World Book Day complete as many reads as possible and secure some sponsorship from friends and family. For more information, check out your child's sponsorship card and visit www.readforgood.org.

readforgood.org    

26 Nailsworth Mills, Avening Road, Nailsworth, Gloucestershire GL6 0BS tel: 01453 839005

Readathon® and Track My Read® are part of Read for Good®, registered charity no.1130309 (England and Wales) no.5C041036 (Scotland).
Read for Good is registered with the Fundraising Regulator.

**Thank you for your support – helping your child to keep reading, raising
and being amazing!**