

Thursday 5th March 2026

Dear Parents/Carers,

World Book Day – Design A Book Token Competition 2026

To celebrate World Book Day and the UK's National Year of Reading 2026, National Book Tokens are inviting children of all ages to design a national book token for their annual competition. This year's winners will be selected by three very special guest judges: bestselling authors and illustrators Paddy Donnelly, Nadia Shireen and Sonia Leong!

The National Year of Reading theme, **Go All In**, is all about diving deeper into the things you already love through reading. Whether you're passionate about football, animals, space, fashion, gaming, history, music or making people laugh, books can bring your interests to life in exciting new ways.

We would like to invite our pupils to take part in the competition and create a bold, eye-catching gift card design that celebrates their interests and shows how books help them explore ideas, spark imagination and go further through reading.

Six winning entrants will win hundreds of pounds for their schools and themselves, so they can choose all the books they need during the National Year of Reading and beyond. Plus, one overall winner will see their design turned into a real National Book Token for every child in their class – and enjoy a visit to a bookshop to spend them! There are also many more prizes to win.

To enter, children should design a National Book Tokens gift card on the theme of **Go All In**, using their designs to show how reading brings their passions to life. **All entries should be produced on A4 paper using the template.**

Please see: [Design a National Book Token competition 2026 - World Book Day](#) for further details. This is where you will be also be able to access the template and the parent/carer consent form. Entries should be posted directly to the address provided for the competition or entered through the website and the closing date is Friday 27th March 2026. The competition organisers will announce winners in May 2026.

It would be fantastic to see some of our pupils taking part in the challenge.

Yours sincerely



Ms F Simon
Head of English