**Get Blackpool Reading Facebook page**

In response to the progression of covid-19, we are setting up a Facebook page for each National Literacy Trust place-based campaign. Please find a link to Blackpool’s [here](https://www.facebook.com/Get-Blackpool-Reading-107385037575312/?modal=admin_todo_tour). This will enable us to keep in touch with our beneficiaries, provide support and tips to families who are home-schooling and raise awareness of campaign and project activity.

The initial aim of these will be to build up an audience, so please do share with your relevant contacts using the copy attached! We are aiming to create one post a day, so please do make me aware of any relevant content you know of and I can add it to my schedule. To begin with, we’ll be promoting the National Literacy Trust [literacyfamilyzone.org.uk]Family Zone – our one-stop shop of resources to help families with home-schooling. It’s picked up a lot of traction and achieved coverage in The Guardian, Evening Standard and Hello! magazine, so I would definitely recommend you take a look.

**100 Reads**

100 Reads is our activity to encourage children to nominate their top three books for a list of Blackpool’s top 100 Reads and inspire them to read more widely. All schools received a new set of postcards before they closed but sadly, we don’t think they had much time to send them back to the office address.

To address this issue, we are promoting it as an activity to do while children are home-schooled. The tips and submission form are still available on the Get Blackpool Reading website and we have secured a slot on BBC Radio Lancashire to discuss the activity as part of a wider discussion on home-schooling, with a local family taking part. We’re also adding an additional prize incentive – entry to the circus at Blackpool Tower for a family of four.

**Big Book Giveaway**

The Get Blackpool Reading Big Book Giveaway asked families to download or collect an activity sheet from locations across Blackpool, complete it and exchange it at any Blackpool Library for a free book to keep.

Ahead of libraries closing, we’re pleased to say a high number of books had already been collected. As they are no longer open, we are now encouraging families to download the leaflet and instead of taking the resource into the libraries, families are asked send a photo of the completed leaflet to the Get Blackpool Reading email address or use the hashtag on social media. They will then receive a book redemption token, which will act as a placeholder until libraries are reopened.

**Make-your-own Bear Hunt**

Our next activity to deliver was intended to be an outdoor bear hunt, based on the popular children’s book *We’re Going on a Bear Hunt.* Instead, we have now created a home-based bear hunt checklist activity, due to launch next week and in the final stages of approval from Walker Books.

Like the Big Book Giveaway, families will be asked to send a photo to the email address to prove completion of the activity and receive a branded book redemption token while libraries are shut. Walker are supplying 500 copies of *We’re Going on a Bear Hunt* books and DVDs, which will be distributed from all libraries once they reopen, but we are also exploring ways to distribute a small number of books to families while they are on lockdown. There will also be a prize draw in which one winner will receive a bronze annual pass to Blackpool Zoo (once it reopens).

Best wishes,

Laura

|  |  |
| --- | --- |
|  | **Laura Flinn**Campaign Manager, Blackpool    020 7820 6278laura.flinn@literacytrust.org.uk[www.literacytrust.org.uk](http://www.literacytrust.org.uk/) |