


THE
READING
AGENCY



World Book Night

Comms and Activity Toolkit

Help us **create a nation of
readers** this World Book Night.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

**GO
ALL
IN.**

National
Year of
Reading
2026



World Book Night brings people from all backgrounds together for one reason – to inspire others to read more. Organisations and individuals are holding events up and down the country to celebrate the difference that reading makes to our lives, from book themed parties at home to books swaps in offices and reading group activities. We're also bringing people together to read during the #ReadingHour, helping to create a nation of readers through donating thousands of books to people who don't regularly read for pleasure through partnerships with community organisations.

We're delighted to have you involved in celebrating World Book Night. This toolkit will provide you with an overview of our planned activity, key messaging, and suggested social media posts.

We're excited to **Go All In** during the National Year of Reading 2026! This year, we'll be uniting adults across the UK with reading, by encouraging everyone to join in the **#ReadingHour** from 7-8pm. Dedicate time to reading alone, having a book club meeting, listening to an audiobook, or reading to children at bedtime.

The National Year of Reading is reconnecting reading with the things that already inspire us – from playlists and football matches to films, food and family time. It's reading that fits how we live, not the other way around.

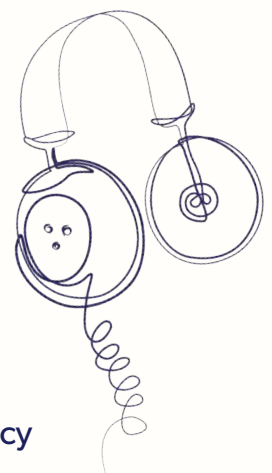
If you're into it, read into it.

Contact worldbooknight@readingagency.org.uk or comms@readingagency.org.uk with any questions.

Contents

In this toolkit you will find:

- Key stats on the power of reading
- Key messages for World Book Night and Quick Reads 2026
- Get Involved
- The Quick Reads booklist
- Draft social posts
- Information about World Book Night, Quick Reads and The Reading Agency



The Power of Reading

- **1 in 3 (31%)** adults in England don't regularly read for pleasure, rising to **1 in 2 (46%)** of young people. The Reading Agency's annual World Book Night celebrates reading for pleasure, encouraging conversation about books and for everyone to spend time reading. World Book Night covers the whole reading journey and is accessible for everyone, from less-confident readers to those who read regularly. World Book Night is a community celebration, bringing people together to share the joy of reading.
- Around **5.8 million people (16% of adults)** in England and Northern Ireland score at the lowest level of proficiency in literacy (at or below Level 1).
- Low levels of literacy cost the UK an estimated **£81 billion** a year in lost earnings and increased welfare spending, impacting on 'the success of the economy as a whole'.
- Adults with lower levels of literacy are more likely to believe that they have little impact on political processes and are less likely to participate in volunteer activities.
- Per capita incomes are higher in countries where more adults reach the highest levels of literacy proficiency and fewer adults are at the lowest levels of literacy.
- Reading extensively and for pleasure can foster the development of stronger reading habits and increase literacy skills at a greater rate than through formal literacy lessons.



Key Messaging

Key messaging about World Book Night:

- World Book Night is a national celebration of reading and books that takes place on 23 April every year
- World Book Night is for everyone – regardless of whether they consider themselves ‘readers’ or not
- World Book Night is a national moment, and everyone is invited to participate by dedicating time to reading any book, in any format

At the heart of World Book Night 2026 are Quick Reads, short books and great stories by bestselling authors, written in an accessible and easy-to-read style.

The 2026 Quick Reads:

- Rachel Hore – *The Girl in the Picture* (Simon & Schuster)
- Leye Adenle – *Cell One* (Simon & Schuster)
- Rosie Goodwin – *Sweet Charity* (Bonnier Books UK)
- Louise Jensen – *The Woman Next Door* (HQ, HarperCollins)
- Derek Owusu – *Hunger Pains* (Merky Books, Penguin Random House)
- Carmel Harrington – *The Last Bench* (Headline, Hachette)

Key messaging about Quick Reads:

- Quick Reads is run by The Reading Agency, a unique national charity that tackles life’s big challenges through the proven power of reading
- In 2026, The Reading Agency will be publishing six new Quick Reads titles which will be gifted through World Book Night
- One in six adults in the UK find reading difficult, and one in three people do not regularly read for pleasure
- Quick Reads titles inspire emerging or lapsed readers to get into the reading habit
- Quick Reads changes lives
- Quick Reads are short books and great reads by bestselling authors
- Just £1 at bookshops, or for free at libraries across the country



Get Involved

Celebrate the joy of reading this World Book Night by trying one (or more!) of these fun and easy ideas:

- Read somewhere unexpected: take your book somewhere different; a park bench, the train, your favourite café, or even your garden. A change of scenery can make reading feel even more special.
- Listen while you live: pop on an audiobook, podcast or short story while you're cooking, tidying up, or eating together as a family. Audiobooks fit perfectly into everyday moments.
- Host a book party or quiz: bring colleagues together for a book-themed lunch, after-work gathering or quiz night. Share recommendations, favourite characters, or book trivia.
- Organise a pre-loved book swap: invite friends or colleagues to bring along a book they've loved and swap it for something new. Add a note with a short message about why you enjoyed it and what the next reader can look forward to.
- Start a book club: use World Book Night as the perfect moment to launch a regular book club — at work, in your community, or online.
- Explore your local library: check your local library's website to see what events are happening around World Book Night — from author talks to reading groups and family activities.
- Share your story: post your World Book Night selfies and celebrations on social media using #WorldBookNight, #GoAllIn2026 and #NationalYearOfReading2026 to inspire others to get involved.
- Host a poem swap: exchange favourite poems with colleagues or friends — print them out, read them aloud, or leave them as surprises on desks.
- Join the library: encourage friends, family and colleagues to sign up for their local library and discover everything on offer — from books and eBooks to events and community spaces.

#ReadingHour

Since 2020, the #ReadingHour has been at the centre of our World Book Night celebrations. From 7pm to 8pm on 23 April, people across the UK dedicate time to reading. They do this in lots of different ways; reading alone, having a book club meeting, listening to an audiobook, or reading to children at bedtime to make it a family activity.

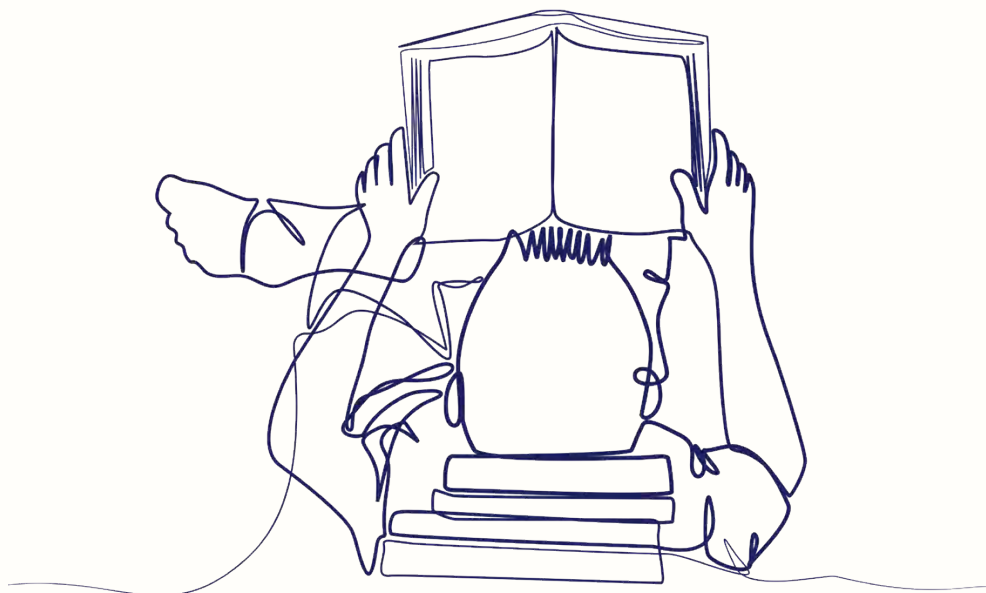
It doesn't need to be the whole hour, but try to carve out some time for yourself to spend reading.

"I live alone and the World Book Night #ReadingHour makes me feel more connected to people. Even though I'm reading on my own during this time, I feel part of a community."

"I joined up as a way to read for myself as a mindful activity and since joining I have realised that reading for pleasure is really important. It allows me time away from everything else – to relax and enjoy a book."

You can read a print book, e-book, or listen to an audiobook. It doesn't matter what, how, or where you read, as long as you enjoy it. Pick up the book that you've been meaning to read for years, or borrow a book from your local library's digital lending services (sign-up now if you're not already a member). Take a look at this year's Quick Reads for accessible, shorter reads, or find inspiration and recommendations in our lists dating back to 2011.

"It was good to have the excuse to sit down for an hour to read and not feel guilty about it."



Social Posts

We really appreciate your involvement in World Book Night 2026 and would value your support on social media in the lead-up to and on 23 April. Please use and adapt the posts below for your social media channels, using the hashtag #WorldBookNight and tagging @WorldBookNight (X and Facebook) and @ReadingAgency (X, Facebook and Instagram) where possible. Please note that @WorldBookNight on Instagram is not our campaign.

You can find all the assets on the [World Book Night resources page](#).

FOR WORLD BOOK NIGHT

**Happy #WorldBookNight! We're excited to be joining in the national celebration of reading from @readingagency @WorldBookNight. What are you reading today?
#ReadingHour #GoAllIn2026 #NationalYearOfReading2026**

**Happy #WorldBookNight! We're excited to be joining in the national celebration of reading from @readingagency @WorldBookNight. What are you reading today?
#ReadingHour #GoAllIn2026 #NationalYearOfReading2026**

**Not sure reading is for you? Why not give it a go this #WorldBookNight. Reading can help with confidence, loneliness, escapism and much more!
We've got lots to offer at [LIBRARY NAME], so come along and see what you might enjoy.
#ReadingHour #GoAllIn2026 #NationalYearOfReading2026**

**Short on time? Getting back into reading? Looking for something different?
@readingagency's #QuickReads are perfect if you want a great story you can really get into.
Ask us for recommendations to match your tastes.
#WorldBookNight #ReadingHour #GoAllIn2026
#NationalYearOfReading2026**

Small books, big impact.

Discover @readingagency's #QuickReads this World Book Night. Brilliant books designed to be accessible, engaging and easy to enjoy.

#WorldBookNight #ReadingHour #GoAllIn2026

#NationalYearOfReading2026

FOR #READINGHOUR

Join us for the #ReadingHour this World Book Night.

Take one hour to read at home or in the library, to celebrate the joy of reading for pleasure.

[Insert event details]

#WorldBookNight #GoAllIn2026 #NationalYearOfReading2026

The World Book Night #ReadingHour is today! Take some time this evening between 7- 8pm to get stuck into a good story.

This National Year of Reading, share the love of reading with your friends and invite them to join in the Reading Hour.

#WorldBookNight #GoAllIn2026 #NationalYearOfReading2026

We're joining the #ReadingHour for World Book Night!

What are you reading tonight? Tell us in the comments 🙋

#WorldBookNight #GoAllIn2026 #NationalYearOfReading2026

Whatever you're into, you'll find more of it at your library.

Celebrate World Book Night with us and discover stories connected to your passions.

#WorldBookNight #GoAllIn2026 #NationalYearOfReading2026

#ReadingHour

WELSH SOCIAL POSTS

#NosonyLlyfr Hapus! Ry'n ni'n edrych ymlaen at ymuno â'r dathliad cenedlaethol o ddarllen @readingagency @WorldBookNight. Beth ydych chi'n ei ddarllen heddiw? #AwrDdarllen #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026

Ddim yn siŵr am ddarllen? Rhowch gynnig arni ar #NosonyLlyfr. Mae darllen yn gallu helpu i fagu hyder, taclo unigrwydd, cynnig dihangfa a llawer mwy! #AwrDdarllen #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026

Pêl-droed. Garddio. Gemau cyfrifiadur. Hanes. Rhamant. Gwir drosedd. Beth bynnag sy'n mynd â'ch bryd, darllenwch amdano yn eich llyfrgell neu'ch siop lyfrau leol. Dathlwch Noson y Llyfr gyda ni ar 23 Ebrill a chanfod llyfrau, llyfrau llafar a straeon am yr hyn sydd o ddiddordeb i chi. #NosonyLlyfr #AwrDdarllen #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026

Brin o amser? Darllen o'r newydd? Chwilio am rywbeth gwahanol? Mae #StoriSydyn @readingagency yn berffaith os ydych chi eisiau ymgolli mewn stori wych. #NosonyLlyfr #AwrDdarllen #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026

Llyfrau byrion, effaith fawr. Dewch i ganfod #StoriSydyn @readingagency ar Noson y Llyfr eleni. Straeon byrrach, mwy hwylus gan awduron poblogaidd. #NosonyLlyfr #AwrDdarllen #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026

Ymunwch â ni ar #Awrdarllen Noson y Llyfr eleni.
Neilltuwch amser i ddarllen ar 23 Ebrill. 'Sdim ots beth rydych chi'n ei ddarllen, nac yn ble, cyn belled â'ch bod chi'n ei fwynhau.
#NosonyLlyfr #Ymgolli2026 #BlwyddynDarllenGenedlaethol 2026

Mae #Awrdarllen Noson y Llyfr yn digwydd heno! Neilltuwch amser rhwng 7-8pm heno i ymgolli'n llwyr mewn stori dda.
Ar Flwyddyn Darllen Genedlaethol eleni, rhannwch eich hoffter o ddarllen gyda'ch ffrindiau a'u gwahodd i ymuno yn yr Awr Ddarllen.
#NosonyLlyfr #Ymgolli2026 #BlwyddynDarllenGenedlaethol 2026

Rydyn ni'n ymuno â'r #Awrdarllen ar gyfer Noson y Llyfrau!
Beth ydych chi'n ei ddarllen heno? Dywedwch wrthym isod. 🍷
#NosonyLlyfr #Ymgolli2026 #BlwyddynDarllenGenedlaethol 2026

Beth bynnag rydych chi'n ei wneud, darllenwch amdano!
Dathlwch Noson y Llyfr gyda ni a dod o hyd i straeon sy'n cyd-fynd â diddordebau chi.
#NosonyLlyfr #Ymgolli2026 #BlwyddynDarllenGenedlaethol2026
#Awrdarllen



About Us

About World Book Night

World Book Night brings people from all backgrounds together for one reason –to inspire others to read more. Organisations and individuals hold events up and down the country to celebrate the difference that reading makes to our lives, from book themed parties at home to books swaps in offices. Organisations can volunteer to hand out books from our annual list to people who don't read for pleasure or own books. www.worldbooknight.org

About Quick Reads

Quick Reads, a programme by The Reading Agency, aims to bring the pleasures and benefits of reading to everyone, including the one in three adults in the UK who do not regularly read for pleasure, and the one in six adults in the UK who find reading difficult. The scheme changes lives and plays a vital role in addressing the national crisis around adult literacy in the UK.

Each year, Quick Reads works with a range of publishers to commission high profile authors to write short, engaging books that are specifically designed to be easy to read. In 2023 The Reading Agency will be reprinting some of the most popular Quick Reads titles from previous years that will be gifted through World Book Night.

The titles are available for just £1 and since 2006, over 6 million books have been distributed through the initiative, 5 million library loans (PLR) have been registered and through outreach work hundreds of thousands of new readers each year have been introduced to the joys and benefits of reading.

About The Reading Agency

The Reading Agency is a UK charity with a mission to empower people of all ages to read. Evidence shows that reading improves health and wellbeing, life chances and social connections. The Reading Agency champions access to the proven power of reading by providing activities for all ages. Working with public libraries, prisons, hospitals and other community settings, we reach over two million people a year. But with a UK population of over 67 million that's not nearly enough. We want to get more people fired up about reading because everything changes when you read. Get in touch today to find out more about what we do and to help us on our mission.

www.readingagency.org.uk | @readingagency