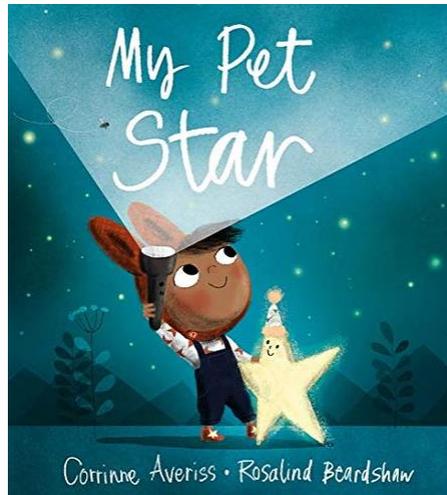


BookTrust gives away over 50,000 copies of picture book *My Pet Star* to help families during lockdown



Thursday 14 May 2020 – BookTrust, the UK's largest children's reading charity is giving away free copies of the charming children's book *My Pet Star* by Corrinne Averiss and Rosalind Beardshaw (Orchard Books/Hachette) to libraries, foodbanks, children's centres and refuge centres as part of its Pyjamarama campaign.

On 1 May, families across the nation donned their PJs and joined a host of the UK's best-loved authors, illustrators and well-known faces, featuring the likes of Floella Benjamin, Cressida Cowell and Candy Gourlay, for an online festival of stories, drawing, crosswords, interactive dance sessions and more. The proceeds from Pyjamarama are helping BookTrust get copies of *My Pet Star* to families in need.

Diana Gerald CEO of BookTrust, said: Our recent research showed that during lockdown, 22% of families are not doing any home education with their children and 14% of parents are not reading with their children at all. Reading together isn't just about improving educational outcomes, it also increases confidence, improves social skills, builds resilience, and helps open up conversations on difficult issues. With schools closed, reading together has never been more important, which is why BookTrust is trying to reach as many families as possible, especially those who are more vulnerable or who may not have access to books right now. It's our mission to make sure that no child misses out on the life changing benefits of a bedtime story."

In addition to distributing copies of *My Pet Star*, BookTrust is providing extra reading support for communities, dedicating Thursday 14 May as a special feature day for the book on its social channels and [website](#). On the day, BookTrust will share a reading from the author, Corrinne Averiss, arranged by Stockport Libraries, and provide links to rhymes and other activities linked to the book. The illustrator, Rosalind Beardshaw has also created a lovely drawing lesson for children to celebrate which will be on [BookTrust's website](#) - all you need to join in is a pencil or pen and a piece of paper!

Author of *My Pet Star*, Corrinne Averiss said: "Ros and I are thrilled that *My Pet Star* has been chosen to be part of BookTrust's Pyjamarama campaign! Most books play it cool on the shelf and wait to be found but, thanks to BookTrust, some stories fall straight into your arms, just like *My Pet Star*. We hope our story will be equally cherished."



To make a donation to BookTrust's Pyjamarama campaign or to find out more about the work BookTrust does to help support families on their reading journey, visit booktrust.org.uk

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Notes to Editors

About the research

The research was conducted by Opinium Research in April 2020 with 2,000 UK parents of children aged in primary school, aged 4-11.

About BookTrust

BookTrust is dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative. Their early language development is supported and they also do better at school.

We are the UK's largest children's reading charity; each year we reach 3.9 million children across the UK with books, resources and support to help develop a love of reading, because we know that reading can transform lives.

We work with a variety of partners to get children excited about books, rhymes and stories, because if reading is fun, children will want to do it. Our books are delivered via health, library, schools and early years practitioners, and are supported with guidance, advice and resources to encourage the reading habit. booktrust.org.uk