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LIBRARIES CHALLENGE CHILDREN TO CHANGE THEIR WORLD

New partnership with the Woodland Trust for annual Summer Reading Challenge™

The Summer Reading Challenge™ (SRC) is every parent's godsend: running in the UK's libraries during July and August it provides children with a fun, FREE activity that not only entertains them, but keeps them reading during the six week break from school.

This year's SRC™, the ninth and entitled **The Big Wild Read** (www.bigwildread.co.uk), promises to be more popular than ever, and will offer children something totally new. The Reading Agency, the independent charity working to get more reading to more people, is delighted to announce a ground-breaking new partnership with the Woodland Trust and its Tree for All campaign, that will put nature and the environment at the heart of the 2007 Summer Reading Challenge™.

Every year the SRC™ gets children into libraries and reading by offering collectable incentives and goodies as rewards. This year, in a unique feature of **The Big Wild Read**, books that children read will also earn 'tree tokens' that will go towards planting up to 20,000 new trees in UK woods.

"Our research shows how the SRC™ can change children's lives by inspiring a love of reading," says Lynne Taylor of The Reading Agency. ***"This year the campaign is improving their world in even more ways: children will be fired up by this chance to make a real difference to the environment!"***

In October 2007 in association with The Woodland Trust a series of **The Big Wild Read** tree-plantings will take place in specially selected woods from Belfast to Essex, Perthshire to Dorset (full list available on request).

"Nature is just as inspirational for children as the books they read," says Andy Beer, Head of Campaigns for The Woodland Trust, ***"We're delighted to give children the chance to plant trees through Tree for All and The Big Wild Read"***.

The Big Wild Read also dovetails with the BBC Breathing Places environmental campaign and a **The Big Wild Read** family leaflet will contain information on ways to engage with nature, as well as providing tips for family reading.

The Big Wild Read launch date is 2 July in Scotland and 16 July in England, Wales and Northern Ireland (Children and families are advised to check locally as there is regional variation in school term dates).

For further information please contact

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Notes to editors:

- The Reading Agency (TRA) is passionate about reading, and everyone having an equal chance to become a reader. Reading opens doors to knowledge and an inner imaginative life and connects people to each other.
- Founded in 2002, TRA is an independent charity and reading development agency. We work with public libraries, running national programmes like the Summer Reading Challenge, Fulfilling their Potential (changing library services for teenagers), and the Vital Link programme for emergent adult readers.
- TRA also sets up and runs national partnerships, linking libraries to broadcasters, the book trade, youth services and the basic skills sector. Partners include the BBC, major publishers, Orange, the National Youth Agency and the National Literacy Trust.
- TRA engages in research, policy and advocacy, exploring the benefits of reading and libraries. We also develop practical resources to support people working with readers: training, toolkits and promotional materials.
- For more general information, please visit: www.readingagency.org.uk
- The **Woodland Trust** is the UK's leading woodland conservation charity. It has 300,000 members and supporters. The Trust has four key aims: i) No further loss of ancient woodland; ii) Restoring and improving the biodiversity of woods; iii) Increasing new native woodland; iv) Increasing people's understanding and enjoyment of woodland. Established in 1972, the Woodland Trust now has over 1,000 sites in its care covering approximately 20,000 hectares (50,000 acres). Access to its sites is free. For media enquiries contact: The Woodland Trust Press Office on 01476 581121, e-mail media@woodland-trust.org.uk
- **Breathing Places** is a ground breaking collaboration between the BBC and leading wildlife and conservation organisations that connects people with nature in an enjoyable way.
- The BBC **Breathing Places** initiative sits within the BBC Vision Learning section of the BBC and has been running since 2005.

- BBC Vision Learning projects work with broadcast programmes and take these from being passively consumed on TV to actively engaging the public with the programmes.
- BBC ***Breathing Places*** works with a number of broadcast partners – like Springwatch, Autumnwatch, CBBC and CBeebies – and external partners (environmental organisations, charities, etc) – to engage people with nature. See also www.bbc.co.uk/breathingplaces

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