

# Welcome to Pyjamarama!

## What is Pyjamarama?

Pyjamarama is an event when children around the country – at school, nursery or at home – spend a day in pyjamas to help raise money so every child can experience the benefits of a bedtime story. Pyjamarama will take place this year on Friday 13 May.

The idea is simple, children stay in their pyjamas all day long and celebrate reading and sharing stories with their friends, in return for a small donation. Raising money is really easy – just look at our sheet on **How to Fundraise** for more information.

## Why are we running it?

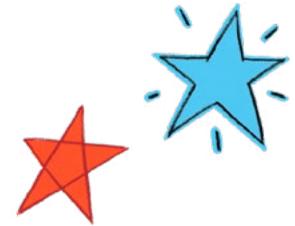
At BookTrust, we want to get every child reading. Bedtime stories promote reading for pleasure, which improves language and confidence, helping children to achieve so much more. The pandemic has seen the disadvantage gap grow and there's never been a more urgent time to make sure children don't miss out on the life-changing benefits of reading. Through Pyjamarama we want to raise funds to support our work helping children from economically disadvantaged and vulnerable family backgrounds and make sure no child misses out on the joy of a bedtime story. And with your help, we can.



## What do I do next?

Have a look at all the items in your digital pack. You'll find everything you need – including ideas and activities to use in the build up to and on Pyjamarama day, information to share with parents and carers to help encourage reading and sharing stories at home, and details of how to fundraise – look out for the emails we'll send you with more tips and recommendations.

Join the Pyjamarama fun,  
spend the day in PJs and  
raise vital funds for BookTrust,  
ensuring no child misses out  
on their bedtime story.



### How your money will help...

If every child in pyjamas brings in £1, we'll be able to help more children to snuggle up and experience the warmth, joy and comfort of bedtime reading, and to get excited about books, rhymes and stories. We don't want a single child to miss out on the benefits of reading, because we know that a child that reads more, achieves more.

You will already be familiar with some of our activities – each year we supply all reception-aged children with their very own **Time to Read** book pack to take home and share, and we are piloting some new initiatives for children from more disadvantaged backgrounds as they prepare to start school with their very own **Story Pack**.

Your fundraising efforts will mean we can reach even more families and children, helping us to make sure that no child misses out on a bedtime story.

£25



could provide 10  
disadvantaged families  
with newborns with their  
very first books.

£50



could provide  
6 families from deprived  
communities with  
additional support  
through their children's  
centre to develop  
confidence in reading

£100



could help us work  
with a struggling  
secondary school to  
support teenagers to  
re-engage with reading



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