Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

We are writing to you in the hope that you might be able to support a campaign to get more children and families reading at bedtime.

It might seem like a trivial thing to get involved with, but bringing back bedtime stories to all children could start a major change in lots of children’s lives.

Reading a book or telling a story is so much more than the words…

* Engaging with stories deepens childrens knowledge and understanding and gives them the ability to empathise, discover, explore,be comforted, excited, provoked and challenged.
* It spurs on confidence and creativity.
* It improves listening skills, concentration and communication.

In school we are finding that an increasing number of children are not having bedtime stories and they are as a result are losing out on this experience of enjoying special time spent with stories and their family. They do not get the opportunity to associate lovely times with books. Books become a chore, a thing to detest and so not cool.

In school we are encouraging bedtime stories in a variety of ways…

* Bedtime Story Banner at the school gate
* Parent and Child evening where children and parents are invited back to school for stories, information and hot chocolate!
* “Bedtime story pledge” for parents and child to sign
* Pledge from school to read a story every night before children go home
* Class book chest for borrowing and reviewing stories every night
* Book swap events
* Twitter, Instagram and Facebook pages for tips, help and sharing good things
* Celebrities sharing advice, videos, messages and apperances(?) about how cool bedtime stories are!
* Reaching out into the wider community to get all schools nationwide involved
* Flyers designed and sent out into our local community
* Involving the children by picketing parents

We would love your support in making books and bedtime stories cool again. Would you be prepared to send a message or a short video? (Or even come into school for a visit?) Your message could really make a difference and start a child on a lifelong love of stories and creativity.

Thank you for listening,

South Parade Primary School

The home of BRING BACK BEDTIME STORIES