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FOR IMMEDIATE RELEASE

NATIONAL NON-FICTION DAY 7th November 2013

National Non-Fiction Day, an initiative launched in 2010 by the Federation of Children's Book Groups, has partnered with the specialists at What on Earth Publishing to celebrate 3 successful years of the promotion of non-fiction awareness and events in the UK.

National Non-Fiction Day was created to mark how significant and important non-fiction books are for the development and retention of intellectual and cultural heritage of learning for children. Through reading non-fiction, children can find a way to open the door on a lifetime of reading and writing.

The 2013 campaign will work to encourage primary and secondary schools as well as home education groups and children's book groups to enter a science timeline competition to win a truly unique prize. There are **two** categories for entry; one for individuals, and one for school / book group teams (up to 5 children per team).

The individual winner will receive a cash prize of £500

The winners of the team / group category will receive the following:

- A signed copy of the What on Earth Wallbook of Science and Engineering for each child in the winning team
- An author visit by Christopher Lloyd to the school / home education / book group associated with the winning team
- A GIANT 5m long edition of the Wallbook of Science & Engineering worth £299 for display indoors or outdoors.

The competition coincides with the release of What on Earth Publishing's brand new title this Autumn: *The What on Earth? Wallbook of Science and Engineering*, which has been produced in conjunction with some of the UK's top scientific institutions. Together with The London Science Museum, The Institute of Mechanical Engineers, and The Association of Science Educators, they have created a visually appealing

point of entry into the curriculum which is integral to what the organisers and founders of National Non-Fiction Day are working towards.

Christopher Lloyd, founder of What on Earth Publishing had this to say: “It is a huge thrill to be launching the UK’s first ever National Non-Fiction Day science timeline contest. Simply by working together, discussing and thinking about the most amazing inventions and discoveries of all time, pupils are learning that non-fiction is truly more remarkable than anything you can make up!”

Julia Miller, Chair of the Federation of Children’s Book Groups said: “National Non-Fiction Day is one of the key dates in our calendar and we are delighted to be working with Chris and his team this year. Scientists and engineers play a vital role in our daily lives, and this competition will encourage us all to see how creative they are.”

The FCBG is an excellent, energetic and enthusiastic organisation, determined to encourage children to delight in the joys of reading. I have seen for myself how friendly and effective the Book Groups are. Long may they flourish!

Jacqueline Wilson

For more information please contact Ellen John: ellenj86@googlemail.com

Notes for editors:

1. FCBG website: <http://www.fcbg.org.uk/>
2. What on Earth Publishing website: <http://whatonearthbooks.com>
3. London Science Museum website: www.sciencemuseum.org.uk
4. Institute of Mechanical Engineers website: www.imeche.org/
5. The Association of Science Educators website: www.ase.org.uk