

# Online publisher encourages region to get reading with huge book giveaway for Euro 2020 final



Twinkl Educational Publishing has launched a scheme ahead of the Euro 2020 final to encourage children in the UK to get hooked on reading, as well as the football.

The publisher is asking the public to predict the result of the final match on Sunday in order to win a free printed children's book.

Penned by expert writers and current and former teachers at Twinkl, two books are available to win, depending on the prediction made.

If England win, those who backed the home team will get to celebrate with *Part of the Party* - a heart-warming story about inclusivity and diversity.

If Italy win the final on Sunday, whilst the country faces the reality of defeat, those who predicted correctly will receive *Back to Earth with a Bump* - a rhyming space adventure story that's great for bedtime. Both books are suitable for children aged 3-7 years old.

The England team's performances, which have seen them reach the final of the Euro's for the first time since 1966, have helped inspire and unite the entire nation. Twinkl is hoping that the enthusiasm sweeping the country will also inspire people to get a free book and kick-start some reading time with their children.

Jonathan Seaton, Co-founder and CEO at Twinkl Educational Publishing, said, "We are always looking for ways to encourage and celebrate reading at Twinkl - it's at the core of the UK curricula and well documented that great reading skills help children to go far.

"This is our way of supporting and celebrating the amazing achievements of the England football team, while helping children across the UK love reading as much as we do. I would encourage anyone and everyone to get involved, make a prediction that hopefully sees them receive a book and get stuck into reading!"

To get involved and make your prediction visit [twinkl.co.uk/offer](https://www.twinkl.co.uk/offer) and sign up for a free account or log in using either ENGLANDWIN or ENGLANDLOSE depending on who you think will win the match. Those who guess correctly will receive an email with a discount code to get their free book. Please note that a small P&P payment is required.

A free Twinkl membership gives access to a selection of over 40,000 free educational resources but there is no obligation to use Twinkl after the giveaway has ended.

Twinkl was founded in 2010 in Sheffield by husband and wife Jonathan and Susie Seaton, with a mission to help those who teach. It provides teaching and learning materials and tools to educators globally, with members in over 200 countries and regions. For more information please visit [twinkl.co.uk](https://www.twinkl.co.uk)

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**For more information please contact [media@twinkl.co.uk](mailto:media@twinkl.co.uk) or call 0114 360 0225**

**About Twinkl:**

Twinkl was founded in 2010 in Sheffield by husband and wife Jonathan and Susie Seaton, with a mission 'to help those who teach'.

The company provides high quality, online learning materials and services, which are all teacher-created and checked.

Twinkl offers over 760,000 resources, with new content added daily. This ranges from schemes of work and assessments to augmented reality games and much more.

Twinkl is used and trusted by schools and educators in over 200 countries and regions, including primary and secondary school teachers, nursery workers and parents.

Twinkl has over 900 team members based in its two Sheffield offices and remotely around the globe.

More information can be found at [twinkl.co.uk](https://www.twinkl.co.uk)

#### **Our story:**

The idea for Twinkl came to Jonathan and Susie Seaton when Susie was working as an Early Years teacher and couldn't find the materials she needed for her lessons online. As a result, Susie was working evenings and weekends to make resources from scratch.

Speaking to colleagues and friends, the couple found that Susie was not alone in her situation. So, to help other teachers, they began creating and publishing educational resources online from their spare bedroom.

The business grew quickly and organically as educators embraced the high-quality materials. The team grew quickly too, with current and former teachers, as well as experts in content and design soon joining Jonathan and Susie in their mission 'to help those who teach.'

Jonathan and Susie are delighted that Twinkl is now taking this mission across the world, returning time and energy to educators that is better spent in the classroom with their pupils or on themselves at home.