



BBC Children in Need and Twinkl send free Pudsey storybook to Primary schools



In celebration of this year's schools fundraising campaign, BBC Children in Need and Proud Schools Partner Twinkl have published a storybook featuring the charity's mascot, Pudsey Bear. The storybook will be provided free to primary schools across the UK to encourage pupils and teachers to get fundraising for the charity.

The storybook, Pudsey's Great Fundraiser, was created to support and inspire schools in raising money for BBC Children in Need. The book follows Pudsey as he tries different ways to fundraise, while overcoming an array of mishaps and challenges. Twinkl has also created a free collection of curriculum-based resources to accompany the book.

A free copy of the book is now on its way to over 24,000 primary schools and establishments in the UK. Print copies are also available to pre-order on the Twinkl website for £6.49, with all profits going to BBC Children in Need. The e-book version of 'Pudsey's Great Fundraiser' is free to download from the Twinkl website.

Readers can also use a free accompanying Augmented Reality app to bring Pudsey to life. By simply downloading the Pudsey AR app onto a device and holding it up to the book, readers can enjoy an array of 3D features to enhance their storytelling; from popping bubbles to chiming musical notes and a 3D waving Pudsey! The Pudsey AR app can be downloaded from the Apple App Store or Google Play.

"We're very excited to launch 'Pudsey's Great Fundraiser', knowing that it will inspire schools, groups and individuals across the UK to get behind BBC Children in Need," said Jonathan Seaton, CEO and Founder of Twinkl.

"The book was created by our in-house team of teachers, writers and illustrators so it is perfect for use in the classroom, but it can also be read and enjoyed at home or anywhere! We hope it will give people



ideas of what they can do to raise money for the amazing work BBC Children in Need supports.”

BBC Children in Need is currently funding over 2,700 projects in communities across the UK which aim to support children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

BBC Children in Need, Commercial Director, Claire Hoyle, said “We are delighted to be celebrating our 2018 schools fundraising campaign in partnership with Twinkl, with the launch of the Pudsey storybook! We look forward to delivering these wonderful storybooks to every Primary school across the UK and what’s more, readers can also use the augmented reality app alongside the book to really bring it to life.”

“We hope these books and the accompanying resources encourage schools across the nation to get involved and raise money to help support disadvantaged children and young people across the UK”.

Twinkl creates learning resources used by educators across the world including primary and secondary school teachers, childminders and parents. As Proud Schools partner Twinkl is helping teachers and children to raise money as well as doing plenty of fundraising at its Head Office in Sheffield. Along with ‘Pudsey’s Great Fundraiser’, Twinkl has created a whole range of free resources to support fundraising activities, which are now available on the Twinkl website.

To download a free copy of ‘Pudsey’s Great Fundraiser’, please visit [this link](#). Limited editions of the book can also be purchased, with all proceeds going to BBC Children in Need [here](#).

More free fundraising resources can be accessed via [this link](#).

Those interested in getting involved in the 2018 schools fundraising campaign please visit [this link](#).

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About Twinkl

- Twinkl Educational Publishing is an online educational publisher providing instant access to a range of teacher created learning materials.
- Twinkl provides materials for a range of different markets; primary and secondary schools, parents, home educators, childminders, English as a second language, special educational needs and disabilities, adult education and a wide range of international markets.
- Twinkl has more than 525,000 quality classroom resources available to clients, all created in-house.
- Twinkl has customers in more than 168 countries, including Ascension Islands, Bermuda, Cayman Islands and Turks and Caicos Islands.
- In a recent open survey of 6,300 Twinkl customers, 94 per cent stated they found Twinkl made learning fun for the pupils, 97 per cent agreed that using Twinkl improves their work/life balance, and more than 98 per cent of customers stated that Twinkl offers a high-quality service.
- Twinkl is an international award-winning company and previous awards include the Queen’s Award for Enterprise 2018, AAP Revere Awards 2017 (Australia), ERA Awards 2016 (UK) and Mom’s Choice Awards (US).
- Twinkl was founded in Sheffield in 2010 by husband and wife Jonathan and Susie Seaton. The company now has a team of over 470 people worldwide.



About BBC Children in Need

The BBC Children in Need Appeal is a charity registered in England and Wales (802052) and Scotland (SC039557). Its aim is to make a positive change to the lives of disadvantaged children and young people across the UK.

BBC Children in Need's vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential. We will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

BBC Children in Need is currently supporting over 2,700 projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

More information about BBC Children in Need can be found at www.bbc.co.uk/Pudsey

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