

# Twinkl pledges one million books to help UK children spark a lifelong love for reading

Sheffield, UK | 3rd March 2026

A profound, generational decline in reading for pleasure has resulted in only one in three children actively enjoying books<sup>1</sup> according to research from the National Literacy Trust. To celebrate the Trust's 'National Year of Reading' campaign, and help spark a lifelong love for reading, Twinkl, one of the world's leading providers of educational resources, and an official Year of Reading campaign partner, is donating a massive **one million books**<sup>2</sup>, in various formats, to children across the UK.

From adventure stories to comic books, and science-fiction tales to nature books; whatever captures the imagination, there's bound to be a book available to get engrossed in.

To help remove any accessibility barriers when it comes to reading the donated books, Twinkl is adopting a 'phygital' approach, donating both physical and digital books to libraries, schools, book clubs, and families, to help children engage with reading in ways that best suit them.

*"Every child deserves the chance to fall in love with a book. Twinkl's one million book pledge is our way of making that happen. We are dedicated to ensuring that reading is seen as a source of fun, empowerment, and discovery, which is essential to nurturing a lifelong love for learning."* said Nicola Romaine, Twinkl's National English Lead.

The distribution of physical books will be managed through a mix of Twinkl's community outreach program and partner organisations, while the ebooks will be free to access on the Twinkl website.

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## Media Enquiries

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## Notes to Editor

All ebooks are free to access on the [Twinkl website](#).

The National Year of Reading 2026 campaign is a nationwide Department of Education and [National Literacy Trust](#) collaboration.

Throughout the National Year of Reading, Twinkl will be providing educator and parents toolkits to help children discover a love of reading their way via a dedicated Year of Reading [Hub](#).

More information on Twinkl's pledge can be found [here](#).

<sup>1</sup> National Literacy Trust, [Children and young people's reading in 2025](#)

<sup>2</sup> Twinkl, [A Million Stories. One Big Promise](#).

**About Twinkl**

[Twinkl](#) was founded in 2010 by husband and wife Jonathan and Susie Seaton, with a mission 'to help those who teach'. The company provides high quality learning materials and educational services, which are all teacher-created and checked.

Today, Twinkl offers over 1.5 million resources via its website, with new content added daily. These range from classroom content and assessments, to AI tools and augmented reality games and books. Twinkl is used and trusted by schools and educators across the UK, and in over 200 countries and regions around the world - including primary and secondary school teachers, nursery workers and parents.