




Appendix 1. Pictures from some of Read Manchester's activities.



Take 10




- Universal call to action across the city
- Shelf Help for teenagers via high school & public libraries
- Feeling Good collection for businesses (signposting to Reading Well in Libraries)
- Street banners for every school and nursery
- Launched on World Mental Health Day 2018 and used across several promotions

Read for 10 minutes a day to relax, be inspired and feel good.
Research shows that reading helps you to:

- Unwind and boost your mood
- Improve your memory and concentration
- Escape from the pressures of everyday life
- Connect with your feelings
- Improve your self-confidence.


So pick up a book today!

MANCHESTER CITY COUNCIL in partnership with National Literacy Trust #ReadMCR



Linking with national partners - World Book Day 2019

- Flagship event – Share a Story with World Book Day UK
- Top children's authors – including Cressida Cowell and Tom Fletcher
- Iconic venue - under the wings of Concorde
- 700 children at the event, with additional author sessions
- Sponsorship to gift 3 books for every child
- Media coverage - reach of 6 million people in print and on TV with a value of £126,000



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Readathon and Drop Everything and Read



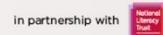
- MCR's first citywide sponsored read with charity, Read for Good
- 36,000 children in over 100 nurseries, schools & colleges
- Celebrity endorsement and author visits
- Linked to the Summer Reading Challenge
- £10,000 raised, although the reading is more important!



#ReadMCR



Drop Everything and Read



#ReadMCR



Access to books during the pandemic



- 60,000 books and magazines gifted since April 2020
- Books and magazines gifted via food banks and community organisations
 - 31,481 Books
 - 9,578 magazines
- The book *The Kid Who Came from Space* gifted to every child entering Year 6 in Manchester primary schools in 2020 and 2021 (14,853).