



WINTER
MINI
CHALLENGE



Communications Toolkit



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The Reading Agency

At [The Reading Agency](#) we work every day towards a world where everyone is reading their way to a better life. We mean everyone - from toddlers to children to young adults, prisoners and older people - irrespective of age or economic background. We believe that reading can tackle life's big challenges, from social mobility to mental health, and we're determined that no one is left behind as we strive towards realising our vision. In 2021-22, The Reading Agency reached over 1.9 million people across the UK, including more than 900,000 children and over 900,000 adults and young people.

Winter Mini Challenge 2022

The Winter Mini Challenge encourages children to keep up their reading habits over the winter holidays, with a free-to-access website featuring rewards for reading and reviewing books.

Taking part in the Winter Mini Challenge is simple. Children read at least three books of their choice between 1 December 2022 and 20 February and add them to their online profile at wintermini.org.uk. Reaching their online reading goal will unlock a limited-edition virtual badge and a special Winter Mini Challenge certificate to print off and keep.

You'll find loads of other great stuff on the website too, including games, book reviews, reading activities and content from the best children's authors and illustrators around. For parents, we have a Home Zone and Library Zone on the website with more information and top tips. We also have a [Facebook page](#) so that parents can keep up to date with news and opportunities. Look out for special competitions for book bundles and much more!

Be a Gadgeteer this Winter!

This year, The Reading Agency teamed up with [Science Museum Group](#) for the Gadgeteers Summer Reading Challenge – inspiring children to see the science and innovation behind everyday objects and showing that imagination can unlock endless possibilities. Now the Gadgeteers are back for the Winter Mini Challenge! Join the Gadgeteers at their local community centre as they use their ingenuity and creativity to keep everyone entertained during a snowstorm. Get ready for cool do-it-at-home experiments and learn along the way as you read for pleasure with the Winter Mini Challenge.

Challenge start date: 1st December 2022

Challenge end date: 20th February 2023



Campaign assets

Assets to help promote the Challenge on your channels are available in [this Onedrive Folder](#).

- Gadgeteers Social assets for Instagram, Facebook and Twitter (notes below)
 - Gadgeteers newsletter/website banner
 - Gadgeteers and Winter Mini Challenge logos

Notes for social media assets:

- Once downloaded, you can edit the Gadgeteers social media assets with [Canva](#).
 - Please ensure all text added is **Century Gothic font in BOLD**.
- Do not replace, cover, or move our logos. There is room to insert your own logo.

Social media posts

- Where possible, please use the hashtags [#WinterMiniChallenge](#) and [#Gadgeteers](#)
- The Reading Agency's Twitter handle is @readingagency. Please always tag The Reading Agency in your Twitter posts. The Reading Agency's Instagram handle is @readingagency
- The Summer Reading Challenge Facebook page will also be the place to visit for news and content about the Winter Mini Challenge. Our page is www.facebook.com/SummerReadingChallengeUK
- You may also wish to tag Science Museum Group in your social media posts. Their Twitter handle is @sciencemuseum. Their Instagram page is @sciencemuseum. Their Facebook page is @sciencemuseumlondon
- We always want to ensure we recognise our amazing illustrator - please tag them where possible. Julian Beresford's Twitter page is @JGBeres and on Instagram @jbfantasticalemporium

Social media copy

For parents:

Help the #Gadgeteers stop their cogs from freezing this winter! ❄️

Reading helps keep the cogs turning so get your child signed up for the #WinterMiniChallenge! 📖

Children can log their winter reads at wintermini.org.uk where they will also find recommendations and games 🎮



For teachers:

Help the #Gadgeteers stop their cogs from freezing this winter! ❄️

Reading helps keep the cogs turning so get your students signed up for the #WinterMiniChallenge before term ends!

Children can register and log their winter reads at wintermini.org.uk. 📖

General

Wrap up warm and join the #Gadgeteers for the #WinterMiniChallenge! ❄️

The @readingagency have teamed up with @ScienceMuseum Group to inspire children to explore science through reading.

Children can visit wintermini.org.uk to log reading, play games & win rewards! 🎮

Post for after 1st January

Happy New Year from the #Gadgeteers! 🎉

The #WinterMiniChallenge run by @readingagency is still on. Children can log their winter reads anytime at wintermini.org.uk.

There are also games, rewards and book recommendations to explore. See you there! ❄️

Newsletter Copy

The 2022 Winter Mini Challenge, presented by The Reading Agency in partnership with Science Museum Group, is on!

The Summer Reading Challenge 2022 saw thousands of children reading and exploring science and innovation as part of this year's Gadgeteers theme.

Now that it's getting chilly and the winter holidays are approaching, we're back with even more fun experiments and reading encouragement.

Children can join the Gadgeteers as they use their ingenuity and creativity to keep everyone entertained during a snowstorm. Get ready for cool do-it-at-home experiments and learn along the way as you read for pleasure with the Winter Mini Challenge!

The Challenge runs from 1 December 2022 to 20 February 2023.

More information on the Challenge and how to get involved can be found at wintermini.org.uk.



Our Channels

To support us please visit: www.thereadingagency.enthuse.com/profile

If you are interested in further partnership opportunities, please contact
rebecca.kendell@readingagency.org.uk

www.wintermini.org.uk www.summerreadingchallenge.org.uk

www.readingagency.org.uk/summerreadingchallenge

www.twitter.com/readingagency

www.facebook.com/SummerReadingChallengeUK

www.instagram.com/readingagency/

www.youtube.com/user/readingagency

THANK YOU!

