

**Newsletter copy:**

*Go wild for reading with the Summer Reading Challenge!*

*For this year's Challenge The Reading Agency has partnered with WWF to create 'Wild World Heroes' which will inspire children to take action for nature and the environment. Join the Wild World Heroes for an exciting adventure in the fictional town of 'Wilderville'. Through reading books, collecting rewards and learning all about our planet, Challenge participants will help the Heroes make Wilderville a greener place to live.*

*With exclusive incentives to collect and plenty of brilliant books to enjoy, the Challenge is the perfect summer activity to build young readers' skills and confidence during the long break from school. The Challenge is available in libraries across the UK this summer. Children can also take part online through the official digital Challenge platform [wildworldheroes.org.uk](http://wildworldheroes.org.uk).*

**Press releases:**

[Dara McNulty and Steve Backshall Revealed as Ambassadors for the Summer Reading Challenge 2021 | Reading Agency](#)

[The Reading Agency to pilot integrated local authority model for Summer Reading Challenge 2021 | Reading Agency](#)

[The Reading Agency partners with WWF for nature-focused Summer Reading Challenge | Reading Agency](#)

**Our Channels**

[www.wildworldheroes.org.uk](http://www.wildworldheroes.org.uk) (please note this is the same landing page as the Summer Reading Challenge)

[www.summerreadingchallenge.org.uk](http://www.summerreadingchallenge.org.uk)

[www.readingagency.org.uk/summerreadingchallenge](http://www.readingagency.org.uk/summerreadingchallenge)

<https://twitter.com/readingagency>

[www.facebook.com/SummerReadingChallengeUK](https://www.facebook.com/SummerReadingChallengeUK)

<https://www.instagram.com/readingagency/>

<https://www.youtube.com/user/readingagency>

To support us please visit: <https://thereadingagency.enthuse.com/profile>

If you are interested in further partnership opportunities, please contact [summerreadingchallenge@readingagency.org.uk](mailto:summerreadingchallenge@readingagency.org.uk)

**THANK YOU!**

