



#ImagineNation from An Post and Children's Books Ireland giving children from all over Ireland the opportunity to draw, read, write and create

7th April 2020

An Post, in partnership with Children's Books, Ireland today launch the **#ImagineNation** campaign which brings together leading Irish children's authors and illustrators to create a free 24-page **#ImagineNation** playbook available for children from all over Ireland to enjoy.

Overflowing with activities for children in drawing, writing and mindfulness exercises from leading creatives including Oliver Jeffers, Chris Haughton, Sarah Crossan, Don Conroy, Niall Breslin, Niamh Sharkey and many more, the book will be accessible to all children to download as well as being delivered free by An Post to thousands of houses around the country. As part of the campaign, a live draw along Facebook event with Don Conroy will encourage children to get involved.

Children from all over the country are encouraged to get creative using the ImagineNation playbook downloadable at www.anpost.com/ImagineNation and <https://childrensbooksireland.ie/resources/imaginestation/> Also post their creations on social media using the #ImagineNation hashtag and tag An Post and Children's Books Ireland.

An Post and Children's Books Ireland believe that everyone can be creative – no one more so than children – and that every child can be a reader. Right now, so much is being asked of families who are staying home and staying safe. This campaign will help alleviate some of the boredom and encourage children to take some time to draw, read, write and create. The playbook has activities, puzzles, poems and short stories from some of Ireland's best children's writers and illustrators that we hope will delight, entertain and spark creativity. 90,000 copies of the playbook for 6 to 10-year-olds will be distributed to homes in the coming days and also to family hubs and centres of Direct Provision.

An Post and Children's Books Ireland love books. A book can be a great escape, a door to another world, an inspiring world of discovery and learning. If you need recommendations for a great book, check out childrensbooksireland.ie for recommended reads, including the An Post Bedtime Books Reading Guide and other themed reading lists.

Debbie Byrne, Managing Director, An Post Retail says 'An Post has a long history in fostering creativity and literacy skills through our schools programme, our involvement with Adult Literacy and NALA and the An Post Irish Book Awards. With parents taking a much needed break from home schooling over the Easter, An Post is delighted to help families make good use of staying home

together . We very much look forward to seeing the fun, creativity and memories that #ImagineNation will generate’.

Elaina Ryan, CEO, Children’s Books Ireland says ‘**#ImagineNation** brings some of our best authors and illustrators together to get children all over Ireland started on a creative journey through drawing, storytelling and imaginative play. We hope it brings joy to many families during this challenging time, and that it will lead Ireland’s children to pick up a book and get into reading.’

Contributing artists to the **#ImagineNation** playbook include: Niall Breslin, Fatti and John Burke, Don Conroy, Sarah Crossan, Sheena Dempsey, Jennifer Farley, Chris Haughton, Shane Hegarty, Yasmeen Ismail, Oliver Jeffers, Chris Judge, Tarsila Krüse, Steve McCarthy, Oisín McGann, Mary Murphy, Áine Ní Ghlinn, Alan Nolan, David O’Doherty, Lauren O’Neill, Dave Rudden, Niamh Sharkey, Sarah Webb, Fintan Wall and Máire Zepf.

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About An Post

An Post is Ireland’s leading postal, distribution and financial services company and comprises two world-class businesses, An Post Mails & Parcels and An Post Retail working to become a sustainable, profitable business, successfully delivering in a digital world.

About Children’s Books Ireland

At Children’s Books Ireland, we believe that every child should have access to the joy of reading, regardless of their circumstances. Our mission is to make books central to every child’s life on the island of Ireland. We work with families, teachers, libraries, publishers and communities all across the island to get books into children’s hands and to inform adults who can make a big impact on their reading. We advocate for the changes Ireland needs to grow a new generation of readers, and we support artists so that they can make excellent work for children and young people.