



Cressida Cowell has been a children's author and illustrator for 20 years and is best-known for her award-winning *How to Train Your Dragon* series, *The Wizards of Once* series and the *Emily Brown* picture books.

Cressida has been an ambassador for the National Literacy Trust for over a decade and is supporting the Read On. Get On. campaign to get all children reading well by the time they leave primary school.

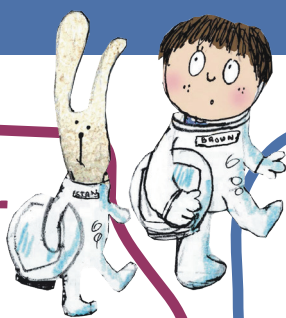


Cressida Cowell's top tips for parents

Help your child discover the magic of reading

Ask for recommendations.

Ask your child's teacher, your local librarian or bookseller for recommendations of books that will get your child excited about reading.



Read aloud with your kids way beyond the age they can read for themselves.

Books read to you in your parents' voice live with you for your entire life. Reading together sends an important message to your child: books are important and are powerful, magical things that can make your dad cry or your mum laugh.

Make sure your kids see you reading.

You are a reading role model for your child! Often parents read in the evening when the kids are in bed, which means they never really see their parents with a book. Show your kids that books are an important part of life.



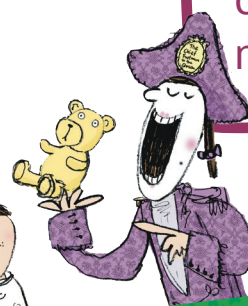
Comics, graphic novels and magazines all count. So go with what your kids like.

Make reading together achievable and enjoyable.

If it's stressful, no one is going to want to do it! Start off small, by reading together for just 10 minutes a day. Pick a time of day that works for you and your family. And it doesn't need to be 10 minutes all at once; little and often works just as well.

Don't force your child into finishing a book they don't like.

Follow your kids' interests – there really is a book for everyone. Go to your local library and let your child try out lots of different reading materials and genres.



Emily Brown and Father Christmas by Cressida Cowell and Neal Layton and Cressida Cowell's *The Wizards of Once: Twice Magic* are both out now! Both published by Hachette Children's Group.

