National Poetry Day is the annual mass celebration on the **first Thursday of October** that encourages all to enjoy, discover and share poetry. As the artform’s most visible moment, it showcases the many ways poetry adds value to society. This year National Poetry Day falls on **Thursday 1st October**.

The Day is fun, it starts conversations, it encourages love of language - and best of all, it’s open to absolutely everyone to join in, quietly or noisily, in rewarding and enjoyable ways. We make it easy for people to take part by choosing an annual theme, and this year the theme is **Vision**.

Each year we commission beautiful designs around the theme and make them available to participants as downloads, badges, posters, bookmarks and displays. The designs, by illustrator Chie Hosaka and graphic designer Ness Wood, are free to print off and very popular. We also send out hard copies of posters, via libraries and schools: demand always exceeds supply.

23,000 resources were downloaded from our site in 2019. Assuming each is used in a classroom of 30, they reached 690,000 students. Our 13,000 mailing list subscribers turn to us for poems, and for recommendations for good poetry reads - and listens.

We source poetry on the NPD theme, by commissioning new work from the **National Poetry Day Ambassadors** - 27 poets with experience of working with schools - and by clearing permission for great poems by less-known authors from a wide range of backgrounds.

National Poetry Day is supported by great literature and literacy partners. We grow support for poetry from third parties, including the BBC, Waterstones, the Booksellers Association and Gardners Books.

![Campaign design created by Chie Hosaka, illustrator and Ness Wood, graphic designer](image)

**Poetry book sales**

We are noticing upwards sales trends [for poetry] and enjoy seeing the innovative ways in which it is delivered. Our partnership with National Poetry Day is geared towards generating awareness and growing the reach of this important genre.

**Nigel Wyman**

Head of Business Development, Gardners Books

- 18% increase in poetry sales in NPD week 2019 over 2018.
- Poetry sales up by 40% over the last five years.
- 41% of buyers were aged 13 to 22.

![Neilsen BookScan](image)

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### How the UK celebrated

**WITH POETRY GET-TOGETHERS**

300+ EVENTS LISTED ON NPD MAP

25k PEOPLE ATTENDED NPD EVENTS AROUND THE UK

200 CARE HOMES & SCHOOLS SIGNED UP TO POETRY TOGETHER CELEBRATIONS

**BY WRITING & SHARING POEMS**

700 SCHOOLS RECEIVED FREE POSTER PACKS

150 LIBRARIES RECEIVED FREE POSTER PACKS

200 POETRY POSTCARDS IN LANGUAGES OF THE UK DISTRIBUTED NATIONWIDE

### NPD’s 25th anniversary

**BY ENJOYING PERFORMANCES**

HRH PRINCE OF WALES SHARED A FAVOURITE POEM ON BBC RADIO 2

30k YOUTUBE VIEWS FOR #SPEAKYOURTRUTHPOEM

4m LISTENS TO 13 NEW #HOMETRUTHS POEMS ON BBC LOCAL RADIO

**DIGITAL ENGAGEMENT**

#NATIONALPOETRYDAY TOP GLOBAL TREND TOPIC ON TWITTER ON THE DAY

13k MEDIA/SOCIAL MENTIONS

100m ESTIMATED REACH

60k FOLLOWERS ON TWITTER

13k SUBSCRIBERS TO NPD NEWSLETTER

**NUMBER OF VISITS TO WEBSITE MAR/OCT**

72k UNIQUE VIEWS TO WEBSITE ON NATIONAL POETRY DAY