

BUSES AND BEAR HUNTS

Arriva North West are proud to be supporting Michael Rosen's *Bear Hunt, Chocolate Cake & Bad Things* event as travel sponsor. The event, organised by The Reader's Storybarn, celebrates some of Rosen's most loved work with interactive exhibitions for children and their families.

Located on Thomas Steers Way in the heart of Liverpool ONE the event explores the stories and poems of former Children's Laureate and best-selling author Michael Rosen, bringing some of the nation's favourite stories to life. Children are invited to step inside a huge Chocolate Cake, swishy swashy through the Bear Hunt trail and bravely explore the Bad Things and Uncle Gobb's Dread Shed.

As part of their event support, Arriva will be kitting out some of the city centre buses with Bear Hunt creative, plus anyone purchasing an Arriva Family Saver ticket will be offered 10% off event family tickets. Simply jump on any of the city centre buses in to Liverpool ONE and show your bus ticket on arrival to redeem.

Julie Linforth, Marketing Director, Arriva North West says *'We are really excited to be supporting The Reader on the Michael Rosen event and we are hoping this will be the first of many Arriva can get involved with. Our main aim is to keep our customers connected, and with so many great attractions and events in Liverpool, there is a lot to see and do! Taking the bus can often get you much closer to where you want to be, all whilst avoiding high parking fares and city centre traffic. Make the bus journey part of the fun and keep an eye out for our Bear Hunt buses!'*

Jane Davis, The Reader's Founder and Director says: *"We're thrilled to have Arriva on board as one of the supporters of this project. By using their network to bring people from across the Liverpool City Region to the heart of Liverpool ONE, they are helping families who might otherwise not have the opportunity to see some of Michael Rosen's wonderful stories come to life.*

“We know the importance of reading for pleasure, particularly in the early years, and with Arriva’s support we hope this experience will kick-start a life-long love of books.”

END

Notes to Editor

Saturday 28 January – Sunday 23 April The Reader’s Storybarn and Discover Children’s Centre present

Michael Rosen’s Bear Hunt, Chocolate Cake & Bad Things

Thomas Steers Way, Liverpool ONE (opposite Hilton Liverpool City Centre)

About The Reader www.thereader.org.uk

We believe that reading and talking together about books is the best way to get children into reading for pleasure. Our unique *Shared Reading* model brings people together in small groups, a story or poem is read aloud and a trained Reader Leader facilitates discussion. Reading aloud, lively conversation and an open, interactive atmosphere are cornerstones of our work.

For over a decade, we’ve been delivering *Shared Reading* with adults and children in a variety of settings across the UK. This simple idea changes lives and builds communities.

Whether delivered by volunteers, parents, teachers or Reader staff, *Shared Reading* supports the development of core skills, helps people to feel more confident about reading, creates a sense of achievement and contributes towards improved well-being.

The Reader is part of Liverpool City of Readers, a partnership campaign aiming to transform Liverpool into the UK’s foremost reading city. The aim is simple – to create a culture of reading for pleasure and develop a generation of readers who will take the power of great books into the future.

About The Storybarn www.thestorybarn.org.uk

The Storybarn is The Reader’s interactive story-centre for children to explore, share and discover a love of books and storytelling. Located in the heart of Liverpool’s Calderstones Park, The Storybarn creates a thrilling world of imagination where children can embark on a literary adventure with live-reading from our friendly *Storysharers*, lots of exciting crafts and games, and a giant slide!

The Storybarn is open to the public from Friday to Sunday. Throughout the week school groups explore both The Storybarn