



PRESS RELEASE: 2022

Changing The Narrative For Positive Black & Brown Main Characters In UK Children's Books!

The Look Like Me Book Challenge C.I.C. is delighted to announce that Awards for All will be funding our first 13 - to 18-year-olds creative writing book project in 2022. This will enable us to develop young budding authors to develop skills in:

- Authorship
- Industry publishing knowledge
- Peer to peer support
- Artwork design
- Storytelling
- Development of fiction writing
- Book business skills

We created a pilot project during the first lockdown to address the statistics of a mere 4% of BAME main characters that were published stories in the UK. This was compared to the 33.5% of Black and Brown children that are in schools in England. To balance the lack of diversity, we worked with 30 young authors aged 6 - 12 years old to create the number 1 bestselling book 'The Popcorn House'. We sold more than 1,200 copies of our community books. Our Young Ambassadors had requested that we turn their book into a 3D animation which is in current production.

We are elated to receive this funding, as it will produce fertile results for raising future funds to expand our project and create a wider reach. Winning this bid will benefit the community by allowing children and their parents/guardians to work in an intergenerational capacity. This seed money will help us to secure and leverage future funding to continue to make an impact on diverse children's books in the UK. You can get involved by contacting us below and helping to share this message.

Contact us television, radio, newspaper or magazines interviews:

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