



Useful Organisations No.10: The Puffin Book Club

Article Author:

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Useful Organisations

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Book club aiming to make children into readers.

The Puffin Book Club

Penguin Books

website: www.Puffin.co.uk [3]

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Founded in 1967 by Kaye Webb, the aim of the Puffin Club was to make children into readers. Children who joined in those early days received a magazine, **Puffin Post**, and had the opportunity to go to Puffin Days in London.

Relaunched in the 1970s as a commercial book club, the Puffin Club's focus is now on schools with a free book entitlement incentive based on the number of books ordered. Titles can be ordered from a list of 'top-selling' Puffins and selected titles from other publishers (eg 'Animal Ark'). Club coordinators can be teachers, librarians, school governors or parents who receive a start-up pack when their school joins.

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