

PRESS RELEASE

August 2020



DISRUPTING THE NARRATIVE

*“It is now **compulsory** for the corporate publishing industry to provide **equal visual representation** for BAME main characters in UK children’s storybooks”* **Winsome Duncan, Look Like Me Book Challenge.**

It is disgraceful that in the hysteria of 2020 and aftermath of Black Lives Matter “only 4% of BAME main characters are in children books, compared to the 33% of BAME children that are in the UK educational school system”. - *Guardian*. This is no longer acceptable; we are here to **#disruptthenarrative**

Our Look Like Me Book Challenge Manifesto is:

1. To advance the positive equal representation of Black, Asian and Minority Ethnic (BAME) main characters in children’s literature within the United Kingdom.
2. To increase the diversity of main characters in children’s books to 10% over the next three years.
3. To inspire and ignite a keen interest in literacy for children age 7 – 18 years old.

During lockdown 30 young budding BAME authors aged 7-12 have created a book called ‘The Popcorn House’, we are of the opinion that Black Authors Matter. We wanted to increase confidence during Coronavirus and rebuild the fragile self-esteem and confidence for children of colour.

The research team at the Centre of Literacy in Primary Education writes the **Reflecting Realities** report which highlighted this cataphoric marginalised statistics. We acknowledge that these low percentages are unacceptable, we are teaching our **BAME young people** that their stories are **irrelevant** and by continually **underrepresenting** them in fairy tales, where their imagination lives.



This project has been spearheaded by award-winning author Winsome Duncan who is driven to disrupt the narrative of our untold stories. As a Project Manager her and her team of seven volunteers facilitates online storytelling Zoom workshops to create one community book through **playing games, acting, storytelling, character building** and, **artwork design**. Sam-Jay Robinson is a 16-year-old author of ‘No Dad Big Deal’ and he is our Workshop Facilitator and will be championing the cause. Sam-Jay said “*Children are the future. Having two young black characters on the front cover is great representation*”.

With the assistance of BBC’s Last Millionaire Nathaniel Peat who pledged publicly on live Television that he would lend his expertise to set a CIC for **The Look Like Me Book Challenge**. We have set up **Go Fund Me** to raise **£50,000** to produce **young black and brown authors** the opportunity to leave a lasting legacy during the CoVid19 pandemic, our next cohort will be 13 -18 years old. Go Fund Me campaign: <https://www.gofundme.com/f/look-like-me-book-challenge> **#disruptthenarrative**

Contact: CEO Winsome Duncan of Look Like Me Book Challenge is available for interviews for television, radio, news features, panel discussions, newspapers and magazines. Workshop footage is available upon request.

Website: www.looklikeme.co.uk

Telephone: [07944 455 010](tel:07944455010)

Email: looklikemebookchallenge@gmail.com

ISBN: 9781838147204 – Available Waterstones online at all decent bookstores.



###