



Press Release

Immediate Release

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### **Cygnet Social Care services celebrate World Book Day in style**

There was magic in the air at Cherry Tree House and Pines services as storybook characters stepped off the page and into real life for World Book Day.

From spoonfuls of imagination to heroic outlaws and larger-than-life giants, residents and staff transformed their services into a colourful celebration of storytelling and creativity.

Both services, which support adults with learning disabilities in Mansfield, embraced the annual celebration by becoming a cast of much-loved characters. Costumes on the dress-up days included Super Mario, Mary Poppins, The BFG, Robin Hood, the Cheshire Cat, Where's Wally and Miss Trunchbull, delighting residents and bringing favourite stories vividly to life.

World Book Day is a global initiative dedicated to promoting reading for pleasure, improving access to books, and celebrating the positive impact that stories can have on people of all ages and abilities. The event encourages individuals to discover new books, share favourite stories and experience the joy that reading can bring, whether through reading independently, listening to stories or engaging in interactive storytelling.

At Cherry Tree House and Pines, the celebration was designed to ensure that every resident could take part in a way that suited them. For individuals who may not read independently, storytelling, listening activities and visual experiences played a central role in the day's events.

Manager Sophie Hill explained: "Residents and staff at Pines and Cherry Tree House came together to celebrate World Book Day with enthusiasm and creativity. While not everyone we support reads independently, storytelling in all its forms, whether through listening, visual interpretation or performance, enables people to engage with characters and narratives in meaningful ways.

"Bringing book characters to life in front of residents was both rewarding and visually stimulating, and the atmosphere throughout our celebrations was extremely positive. Residents thoroughly enjoyed exploring stories and watching staff step into character.

“Although we may not be professional actors, staff fully embraced the spirit of the day, and the costumes certainly helped create a memorable and engaging experience for everyone involved.

“The day highlighted Cygnet Social Care's ongoing commitment to enriching lives through creative engagement, social inclusion and meaningful activities that promote wellbeing and connection.”