



The Big Welsh Rhyme Time 2021

What is the Big Welsh Rhyme Time?

The Big Welsh Rhyme Time will take place from Monday 8th – Friday 12th February. We'll be spending the week celebrating rhymes and songs and the benefits they have for young children.

This year, we want to make the Big Welsh Rhyme Time even better by inviting children in Foundation Phase to take part in the rhyming fun, too! If you work with children aged 0-7 you can join in the fun by holding your own Big Welsh Rhyme Time (either in your school, your setting, at home or online).

Why are we running The Big Welsh Rhyme Time?

Rhymes and songs are a common feature of childhood – whether that's traditional nursery rhymes, silly songs, simple poems or things you've made up on the spot! We'll be spending the week celebrating rhymes and songs and all the benefits that they have for children.

Sharing rhymes can help children to become good listeners and build their confidence to join in, as well as helping them to develop listening and attention skills and learn some great vocabulary.

Most importantly, sharing rhymes and songs is fun, easy and can be done anywhere!

What is happening this year?

There will be special Big Welsh Rhyme Time events in libraries, nurseries, schools and online across Wales. We'll also be giving out over 20,000 specially designed stickers and certificates to children sharing rhymes during this week!

We'll be posting lots of fun, exciting and exclusive Twitter and Facebook content throughout the week, along with website content including videos, songs, and tips for rhyming. The website content can be found here: <https://www.booktrust.org.uk/what-we-do/booktrust-cymru/the-big-welsh-rhyme-time/>

Note: Please do not share these tweets and messages before Monday 8th February when the BWRT officially starts. If you want to build excitement, please share a message to say that you will be taking part and are looking forward to it – but we want to focus the social media activity on the BWRT week itself!



We've also commissioned special new rhymes and songs from artists from across Wales. Each day, we'll be focusing on one of these commissions. You can find them all here:

Date:	Artist:	Content:
Monday 08/02	Laura Bradshaw and Joseph Gnagbo	Songs and videos <ul style="list-style-type: none"> • Bore Da Little Bee/ Good Morning Little Bee
Tuesday 09/02	Iwan Garmon	Songs and stories <ul style="list-style-type: none"> • Antur Gofodwr / A Spaceman's Adventure • Y Rocet Roc a Rôl / The Rock and Roll Rocket
Wednesday 10/02	Sean Chambers	Illustrations and poems <ul style="list-style-type: none"> • Monster Rhymes & Draw-along
Thursday 11/02	Rufus Mufasa	Songs and videos <ul style="list-style-type: none"> • Lliwiau Hudol • Datblygu alaw





How can you get involved?

We need you! Help us to get more families and children rhyming by spreading the message about having fun sharing songs, rhymes and poems and why these things are so important for children.

During the campaign you can:

- Use the assets provided below, along with our suggested copy or your own content to promote key messages around rhyming.
- Share BookTrust Cymru social media posts on your own channel.

Some key messages for the Big Welsh Rhyme Time:

- BookTrust Cymru is organising the #BigWelshRhymeTime to celebrate sharing rhymes, poems and songs.
- Sharing rhymes and songs is a great way to have fun together. Whether you're at home, at school, in nursery or in the park, sharing rhymes and songs is simple, fun and good for you and your child!
- When people take the time to rhyme – whether it's a lullaby, a chant, or a rap, it can help develop language and communication skills, as well as being fun!
- Speaking rhymes and songs is a vital early years activity that can help children develop speaking, listening, communication and literacy skills, develop their attention and confidence – and crucially, have fun!
- Rhymes can be silly, funny and can make you smile – Head, shoulders, knees and... bum! Action rhymes are lots of fun.

Other key information:

Taglines:

- Sing, rhyme, smile.

Hashtag and handles:

Please use #BigWelshRhymeTime and #AmserRhigwmMawrCymru on all your Big Welsh Rhyme Time-related posts and tag us @BookTrustCymru (Twitter/Facebook)

#SingRhymeSmile #RhannuRhigwmRhannuGwên

Dates:

The Big Welsh Rhyme Time will run from 8th – 12th February.



Assets and ideas: Here are the images of social media cards that you can use. You will find these attached to this email within the 'Assets' folder.

Social media cards in English:



Social media cards in Welsh:



These are sized for Twitter.

Sample English Tweets:

- There's no right or wrong way to share a rhyme – the most important thing is that everyone has fun! #SingRhymeSmile #BigWelshRhymeTime @BookTrustCymru
- We love rhyming – rhymes give children confidence to speak, sing and join in! Which rhymes will you be enjoying this #BigWelshRhymeTime ? @BookTrustCymru
- Props? Silly voices? Actions? How do you make rhymes come alive? Tell us your tips and tricks #BigWelshRhymeTime @BookTrustCymru

Sample Welsh Tweets:

- Does dim ffordd gywir neu anghywir i rannu rhigwm – y peth pwysig yw bod pawb yn cael hwyl! Rhannwch rigwm ymhobman #AmserRhigwmMawrCymru @BookTrustCymru
- Rydym ni'n dwlu rhigymu – mae rhigymau'n helpu plant i wrando, cofio ac ymuno. Mae rhigymwyr da'n gwneud darllenwyr da! Pa rigymau fyddwch chi'n eu mwynhau yn ystod #AmserRhigwmMawrCymru @BookTrustCymru
- Propiau? Lleisiau dwl? Symudiadau? Sut fyddwch chi'n dod â rhigymau'n fyw? Rhannwch eich cynghorion gyda ni #AmserRhigwmMawrCymru @BookTrustCymru