

50 Best books to read before you're 5

Submitted by: That Company Called 'IF'

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IF have created a charming little impulse purchase gift that features 50 pictorial listings of recommended books for children under the age of 5 years to enjoy.

The bookmark is bright and glossy and the 50 titles are printed, in no particular order, on all four surfaces of the hinged magnetic cardboard bookmark.

“The idea for a bookmark that featured an inspirational reading list for young children was one that IF had considered ever since its “50 books to Read before you Die” stainless steel bookmark had been a consistent bestseller. The notion of “50 ... before you're 5” was an obvious starting point for a range of genre-themed recommended reading bookmarks as there are so many iconic titles that people have fond memories of listening to in their infancy”.

Product developer Sarah Tyson said, "We soon discovered that everyone had an opinion on whether Paddington Bear and The Gruffalo were more worthy of inclusion than Peter Rabbit or Thomas the Tank Engine. We knew this would be both a fun product to develop and were confident that it would prove to be a popular gift with the young bookworms and their parents and grandparents”.

Sarah acknowledges that, “favourite stories from childhood is a hugely subjective topic, but our research of published reading lists revealed that there were consistently popular titles. We painstakingly cross-referred the lists to establish our Top 50 books”. She admits that “One or two personal favourites might have crept in, for example Oliver Jeffers’ “Incredible Book Eating Boy” was Nicki’s choice and as she was doing all the artwork it only seemed fair for hers to be included!”

With literary so high on everyone’s agenda at the moment this bookmark is certainly a talking point. Anything that promotes the idea of little people getting pleasure from reading has got to be a good thing hasn't it?

Available from all good bookshops. RRP is £1.99 Trade customers: www.thatcompanycalledif.com