



Holly Willoughby is a brave and beautiful lady. She told the world she is dyslexic on her popular daily breakfast TV show. Too many people keep their dyslexia a secret as if it is something to be ashamed of. So well done, Holly, for standing tall and talking about it openly.

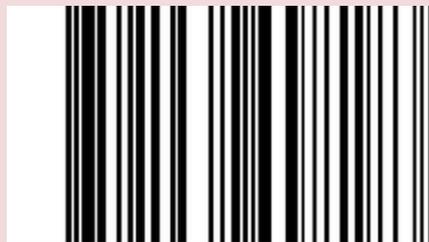
Holly mentioned how helpful it is to her to have her scripts printed on coloured paper. That is a trick Dayglo Books have learned, too. In fact, one of our titles can be bought on a range of six different coloured papers so a dyslexic reader can choose the one that is exactly right for them.

Anybody will say with a big laugh: "Oh, I'm hopeless at maths!" But do people ever laugh and say: "I'm hopeless at reading and writing"? They don't. Even though it's not their fault, they seem to be in a way ashamed of not being able to decode print.

The big problem for dyslexic people is BOOKS. Holly Willoughby knows tinted paper is helpful to dyslexic readers. Dayglo Books knows it. But does the great, world-wide publishing trade know it? Apparently not. Or if they do, they just don't care.

They keep on printing pages of crowded black type on to the whitest, brightest paper they can get. And that just leaves dyslexic readers dazzled. Literally. The contrast is so great that for some people the letters dissolve into unrecognisable marks on the page.

Some people say that, to them, print looks like bar code – so what you are reading now would look like this:



What a good job Dayglo Books are there for dyslexic readers. All our publications are specially adapted to take account of the white paper problem, and many other problems that dyslexic readers face when they pick up a traditionally printed book and try to read it.

If you are a parent, or a grandparent, or a concerned friend, wouldn't you want the dyslexic person in your life to have the option to read a book for pleasure, with no stresses and strains, no anxiety, no frustration . . . just the

enjoyment of a good story to make them laugh, or cry, or hold their breath with excitement.

If you are a fluent reader yourself, you know there is nothing to match the happy anticipation of settling down with a book. Reading is so satisfying because it is a creative process. You disappear into a world of your own where you meet the author half-way. In your own imagination YOU conjure up the scene, the atmosphere, the characters, the sounds of their voices.

No one need be denied this pleasure any more, whether or not they are dyslexic, thanks to Dayglo Books. Share the joy.

Do you know which TV programmes Holly Willoughby and Philip Schofield present? Could it be any of these?

The Oscars	Britain's Got Talent	This Morning
The Brits	Strictly Come Dancing	Breakfast
The BAFTAs	Dancing on Ice	Good Morning Britain

Click the link below to watch me talking about Dayglo Books, what they are like, and how the company came into being:

<https://www.youtube.com/watch?v=MAnDRNydNW0>