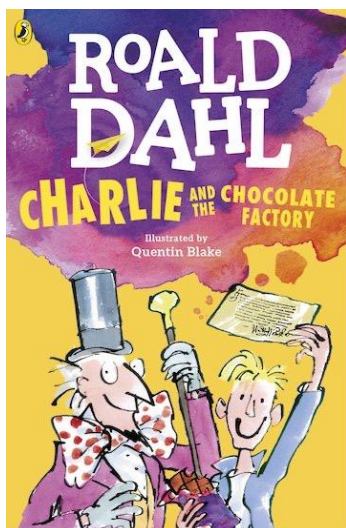


Middlesbrough's Roald Dahl challenges

Week 1 – Charlie and the Chocolate Factory



Calling all Middlesbrough children! Today we are launching a series of challenges themed on Roald Dahl's marvellous creations, and you could win your very own bundle of his most famous books.

First up is Charlie and the Chocolate Factory!

What do you think is the most magical space in your home? Is there a room under the stairs, an entrance to the loft, a space behind the sofa, or even a garden shed? We'd like you to imagine that you have found an Easter egg in your chosen room, and there's a golden ticket inside!

Your secret room will transform into a new section of Willy Wonka's chocolate factory where you will try a brand new magical sweet or chocolate treat.

To take part, you need to design an advert for your tasty invention. What is it called? What does it taste like? Are there any mystery ingredients? What happens when you eat it? You could even think about how it's made in your secret room too! You can use pictures as well as words and you can be as creative as you like.

Get your grown-up to send your entries to us by emailing them to bororeads@literacytrust.org.uk with your age, or they can post photos on the Middlesbrough Reads Facebook page. You have one week to complete the challenge, and keep your eyes peeled as we'll feature some of your work!

Here are some useful resources...

- If you've never read Charlie & the Chocolate factory, you can listen to the first chapter for free here: <https://apps.apple.com/gb/app/roald-dahl-audiobooks/id732002985>
<https://soundcloud.com/puffin-books-uk/sets/roald-dahl-audiobooks>
- Looking for some inspiration? This resource includes extracts from the book and you can see how Roald Dahl described his sweets and chocolate treats:
https://www.roalddahl.com/docs/Charlie_LessonPlan2_1559061872.pdf
- If you need some tips on creating your very own advert, you should have a look at these persuasive writing slides: <https://www.slideshare.net/dhedg5/features-of-an-advertisement-power-point>

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