

Welcome to the Book People #NoddyChallenge competition!

We are so excited to have you participate in this celebration of Noddy! Created by Enid Blyton in 1949, Noddy is one of the most beloved UK children's characters, having entertained families for generations with stories set in the colourful world of Toyland. Dreamworks' Noddy, Toyland Detective reimagines Noddy in the new role of investigator; exploring mysteries and searching for clues in Toyland while encouraging viewers to explore and make discoveries in their own world.

The **#NoddyChallenge** is all about inspiring parents and children to get creative together, making a range of art, food and craft projects inspired by Noddy and his friends.

At the end of the challenge, one lucky winner will be drawn at random to win **£500 worth of books*** from the Book People! 5 lucky runners up will also receive **£50 RRP worth of books***!

To enter, simply share your creation with us on one of our social media channels using the hashtag **#NoddyChallenge** and tagging **@TheBookPeople**. If you're entering on Facebook, please share your creation in a comment below our **#NoddyChallenge** pinned post! A winner will be chosen at random from all valid entries and announced on Friday 28th July 2017.

To help inspire you, we've created 5 Noddy challenges you can make at home. You'll find one of these challenges below and you can download any of the others from our website. But don't feel obliged to make one of these activities. We'd love to see your unique ideas come to life too. The only limit is your imagination!

Good luck!

Book People



*T&Cs apply. Please visit www.thebookpeople.co.uk/noddy-challenge for more details

Build Your Own Toyland



Toyland is the bright and colourful home of Noddy and his friends - perfect for recreating with playdough. While away an afternoon squidging and moulding houses, trees and even a rainbow xylophone bridge!

Time: 60 Minutes

Materials:

Playdough in a range of colours

Cutters, rolling pin and tools

Method:

With so many elements of Toyland to recreate, let your imagination run wild. You could even make a new Toyland home of your own design!

