

Emirates Announces World Book Day Competition in Celebration of the Launch of Its First Children

Tuesday 28 February, 2017

Competition celebrates children dressing as their favourite storybook characters and is part of the Emirates Flight Time Stories programme

Emirates has announced a competition in aid of World Book Day, giving young bookworms the chance to win a once-in-a-lifetime holiday to Dubai for themselves and their family. It coincides with the launch of Emirates' first children's book *Monkey on a Plane!*, created by author and illustrator duo Philip Reeve and Sarah McIntyre, which tells the story of the adventures of Enrico the monkey and is brought to life with stunning illustrations.

Families can enter the World Book Day (Thursday 2nd March) competition by sharing pictures of their children dressed up as their favourite storybook character on social media, including the Emirates social handles (Twitter [@emirates](#) / Facebook [Emirates](#)) and the hashtags #FlightTimeStories and #WorldBookDay in their post.

Emirates judges, alongside award-winning British author and illustrator duo Sarah McIntyre and Philip Reeve, will select the ultimate winner who will enjoy an incredible holiday to Dubai, helping to inspire young book lovers to create their own travel-themed stories. Competition runners up will also receive a copy of *Monkey on a Plane!*

Emirates launches children's book *Monkey on a Plane!*

Emirates' new children's book, *Monkey on a Plane!* will be launched on World Book Day as part of the [Emirates Flight Time Stories](#) programme, which encourages families to get creative and take inspiration from their holidays, and aims to get people excited about travelling during their story time.

Philip and Sarah took inspiration for the book from a story written by Maddison Penney, aged four from Dorset, who last year won the opportunity for her idea to be created into a book. *Monkey on a Plane!* tells the story of intrepid explorer Enrico the monkey who is bored of living in the forest with his cheeky brothers and sisters, so packs a suitcase to board a plane and embark on a great adventure.

The beautifully illustrated book is also designed to encourage young children to use their own imagination through creative writing and drawing tasks. This includes challenges and tasks for them to complete including dedicated space for them to draw their own monkey and write their own travel-inspired story.

To find out more about Emirates Flight Time Stories, please visit:
<https://www.emiratesflighttimestories.com/>

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