

alphabet bike

art by ryan henderson &
alicia christie



For parents all over the world, reading with your child is a universal joy that builds family bonds, lasting memories and essential language skills. Confident young readers have easy access to the world of knowledge around them.

The alphabet is the basic building block for language, literacy and lifelong learning. With our 2013 Alphabet Bike design, Wishbone Design Studio applauds families who read together and those who work for global literacy, in an age where information is king.

This year's design was created by Auckland-based design team Ryan Henderson and Alicia Christie, aka degreedesign.co.nz. Applying a modern twist on primary colours, a generous window to the wooden canvas, and a simple typography, Ryan & Alicia's Alphabet Bike packages the roman alphabet in absolute style. Read their personal statement about designing our bike below.

More than just great design, Alphabet Bike is also the flagship for Wishbone's **Read With Me Project** – read on...





read with me project

Definition:

literacy - n. (lit-ur-ass-i)

reading for knowledge, writing to communicate, and critical thinking about written information

To help inspire parents everywhere to read with your little ones, we decided to create the **Bestever Little Kids' Book List**.

With the help of award-winning children's publisher **Gecko Press**, we launched our Read With Me project on Facebook in June 2013. We asked you to share with us your favourite children's books – especially those less-well-known treasures that you or your children love to read again and again.

Wow – What a response!! From northern and southern hemispheres, from Asia, across Europe, the Americas and Australasia – you guys gave us the gold.

Scroll to the bottom of the page for our Bestever Little Kids' Book List. Here's to literacy and the next generation of book-lovers!

facebook

from the artists – ryan henderson & alicia christie

When Wishbone asked if we'd like to design the bike for this year's Limited Edition literacy theme, we were excited. We're parents of young children ourselves, so we see first-hand that literacy is so fundamental to their future. It's important to get children interested in reading from an early age. We've seen our oldest child gain so much confidence from grasping reading and learning to write. Reading to her has been a longstanding daily ritual for us – something we all get pleasure from. She enjoys discovering the new worlds contained in books and we enjoy revisiting some of our childhood favorites just as much.

Being the graphic designers for Wishbone we've done a lot of fun projects with them, but we've been keen to collaborate on a design for a Limited Edition bike for a while. This was the ideal project and right up our alley as playing with type and colour is something we love to do. Using bold typography and a strong colour palette we wanted to create a design that had impact and would hopefully appeal to boys & girls everywhere.

Here's to many more years of reading & riding!

Ryan and Alicia.



Ryan Alicia

stuck for something to read?

Well, here it is with love from Wishbone.

The Bestever Little Kids' Book List

Sergio Makes a Splash – Edel Rodriguez

Guji Guji – Chih-Yuan Chen

Lemons Are Not Red – Laura Vaccaro Seeger

The Wide-Mouthed Frog – Keith Faulkner

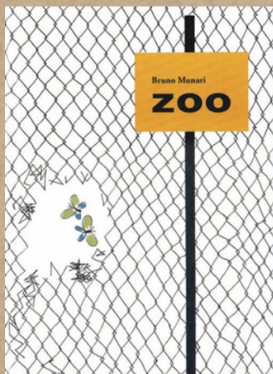
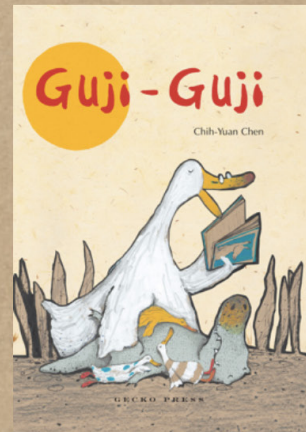
The Noisy Book – Soledad Bravi

The Red Book – Barbara Lehman

Zoo – Bruno Munari

Heads – Matthew Van Fleet

Bubble Trouble – Margaret Mahy



Duck Rabbit – Amy Krouse Rosenthal

Happy Hippo – Sandra Boynton

Pat the Bunny – Dorothy Kunhardt

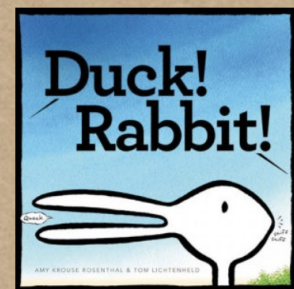
Yummy Yucky – Leslie Patricelli

Dear Zoo – Rod Campbell

Oh the Places You'll Go – Dr Seuss

Green Eggs and Ham – Dr Seuss

Angry Duck – Sandra Boynton



Tottie the Story of a Doll's House – Rummer Godden & Joanna Jamieson

Amelia Bedelia – Peggy Parish

Andy Warhol's Colors – Susan Goldman Rubin

Who Took The Cookie From The Cookie Jar? – David Carter

Open This Little Book – Jesse Klausmeier and Suzy Lee

I Don't Want to be a Pea! - Ann Bonwill & Simon Rickerty

The Little Prince – Antoine de Saint-Exupéry

Tiddler, the Story-Telling Fish – Julia Donaldson & Axel Scheffler

Tadpole's Promise – Jeanne Willis

Lots of Dots – Craig Frazier

Chicky Chicky Chook Chook – Cathy MacLennan

Buglette the Messy Sleeper – Bethanie Murguia

Global Babies – Global Fund for Children

Mama Mama – Jean Marzollo

Don't Forget the Bacon – Pat Hutchins

A Very Cranky Bear – Nick Bland

Look a Book – Bob Staake

Look Another Book – Bob Staake

Owl Babies – Martin Waddell & Patrick Benson

Where Is the Green Sheep – Mem Fox & Judy Horacek

In The Darkness of The Night/Nella Notte Buia – Bruno Munari



Lost and Found – Oliver Jeffers

The Wonky Donkey – Craig Smith

Hairy Maclary – Lynley Dodd

PressHere – Herve Tullet

The Donut Chef – Bob Staake

Up Up Up – Susan Reed & Rachel Oldfield

Cars Galore -Peter Stein

Bus Stops – Taro Gomi

Harry and the Bucketful of Dinosaurs – Ian Whybrow

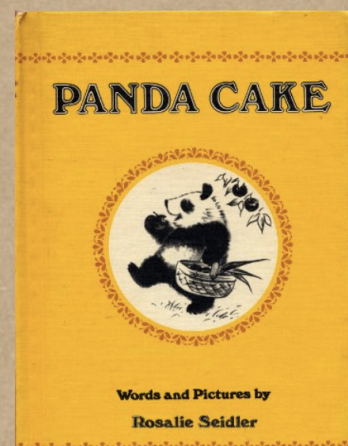
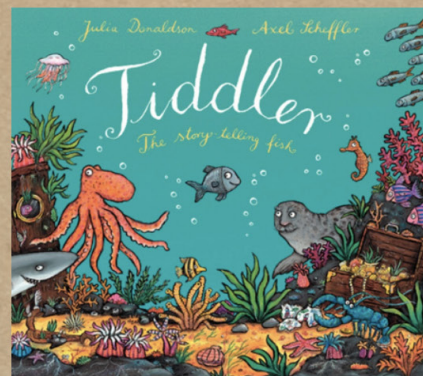
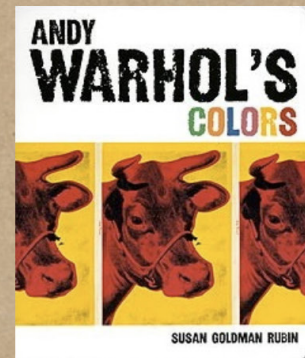
Down the Back of the Chair – Margaret Mahy

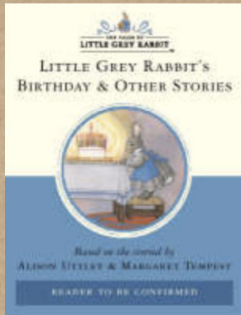
Panda Cake – Rosalie Seidler

Yawn – Sally Symes & Nick Sharratt

Dinner Time – Jan Pienkowski

Ook the Book & Other Silly Rhymes – Lissa Rovetch





Not Now, Bernard – David McKee

Little Grey Rabbit – Alison Uttley

Brambly Hedge – Jill Barklem

Little Grey Rabbit - Alison Uttley

Llama, Llama – Anna Dewdney

The Little Engine That Could – Watty Piper

Good Night, Good Night Construction Site – Sherry Duskey Rinker

The Gruffalo – Julia Donaldson

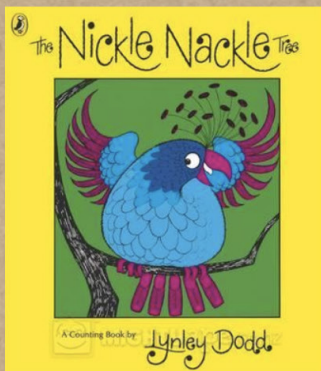
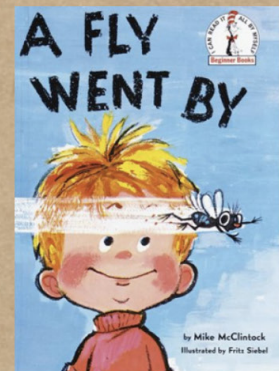
A Fly Went By – Mike McClintock

Little Bear's New Friend -Muriel Pepin

Death, Duck and a Tulip – Wolf Erlbruch

The Belly Button Book! – Sandra Boynton

Don't Wake the Bear – Steve Smallman and Caroline Pedler



Yellow Umbrella – Dong Il Sheen

The King's Stilts – Dr. Seuss

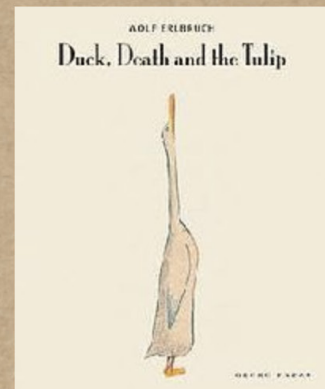
Otis – Loren Long

Piggies – Audrey Wood

Stuck – Oliver Jeffers

Tails – Matthew Van Fleet

Duck's Stuck – Kyle Mewburn



The Nickle Nackle Tree – Lynley Dodd

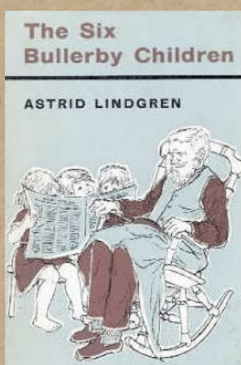
Giraffes Can't Dance – Giles Andreae

Hamsters Holding Hands – Kass Reich

Cars and Trucks from A to Z – Richard Scarry

Hairy Maclary from Donaldson's Dairy – Lynley Dodd

My Cat Likes to Hide in Boxes – Eve Sutton & Lynley Dodd



The Kissing Hand – Audrey Penn

The Six Bullerby Children – Astrid Lindgren

One Drowsy Dragon – Ethan Long

100 Things – Masayuki Sebe

Good Night Moon - Margaret Wise Brown

Matilda's Cat – Emily Gravett

How Deep Is the Sea? – Anna Milbourne

Mike Mulligan and His Steam Shovel – Virginia Lee Burton

O jabloňce - Eduard Petiška & Helena Zmatliková

Who's Driving? -Leo Timmers

Caps For Sale – Esphyr Slobodkina

The Snowy Day – Ezra Jack Keats

There's a Wocket in my Pocket – Dr Seuss

The Rabbit Problem – Emily Gravett

The Little Blue Truck – Alice Shertle

In the Night Kitchen – Maurice Sendak

The Odd Egg – Emily Gravett

The Little Yellow Digger – Betty Gilderdale

I Spy a Freight Train:Transportation in Art – Lucy Micklethwait

The Story of Ferdinand – Munro Leaf & Robert Lawson

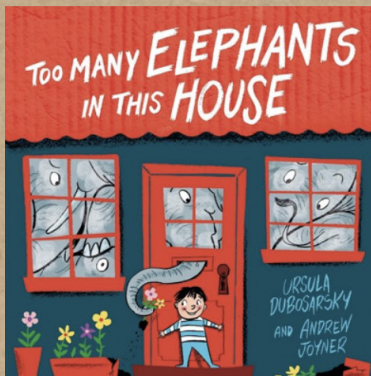
Blueberries for Sal – Robert McCloskey

The Little Red Caboose – Marian Potter

Are You My Mother? – P.D. Eastman

Dig Dig Digging – Margaret Mayo

The Way Back Home – Oliver Jeffers



Too Many Elephants in this House – Ursula Dubosarsky

The Fire Engine Book – Tibor Gergely

The Sneeches – Dr Seuss

Fox in Sox – Dr Seuss

Harbor – Donald Crewes

I am Sam – Dr Seuss

Doodle Cook – Herve Tullet

The Balloon Tree – Phoebe Gilman

The Smallest Frog in the World – Michael Boddy

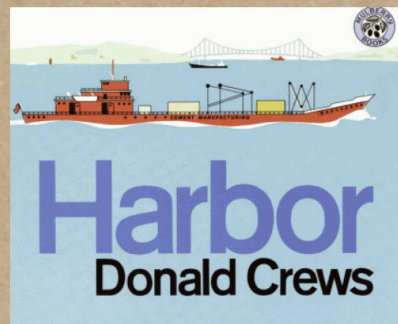
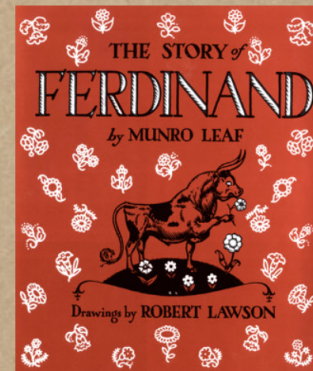
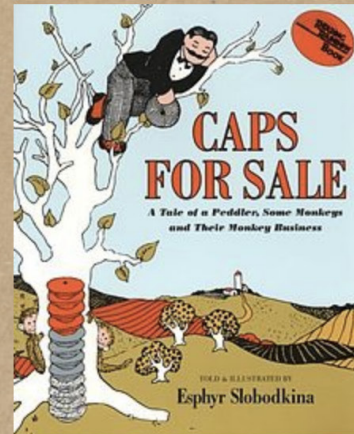
The Shape Song Swingalong – Steve Songs & David Sim

The Queen and the Nobody Boy – Barbara Else

The Obstinate Pen – Frank W. Dormer

The Digging-est Dog – Al Perkins

Don't Put Your Finger in the Jelly, Nelly – Nick Sharratt



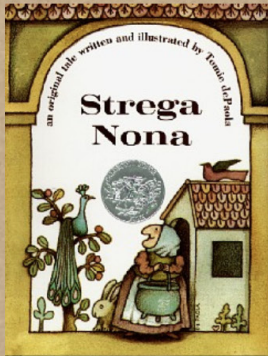
Roar Lion Roar – Margaret Mayo

There Are Cats in this Book – Viviane Schwarz

There Are No Cats in this Book – Viviane Schwarz

The Moon & Farmer McPhee – Margaret Mahy

Strega Nona and the Magic Pasta Pot – Tomie de Paola



Do Cows Meow – Salina Yoon

Stop That Pickle – Peter Armour

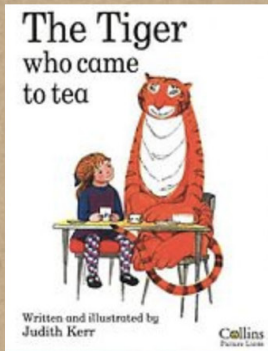
Doodle Cook - Herve Tullet

Possum Magic – Mem Fox

Pancakes, Pancakes – Eric Carle

Go Dog Go – P.D. Eastman

Jamberry – Bruce Degen



The Tiger Who Came To Tea – Judith Kerr

Louie the Pirate Chef – Simon Mitchell

Chicken Soup with Rice – Maurice Sendak

The Lighthouse Keeper's Lunch – Ronda Armitage

Olivia – Ian Falconer

If You Give a Cat a Cupcake – Laura Numeroff

The Story About Ping – Marjorie Flack

Stella Luna – Janell Cannon

The Little Mouse, the Red Ripe Strawberry and the Big Hungry Bear – Audrey & Don Wood

I Love You Blue Kangaroo – Emma Chichester Clark

Even More Revolting Recipes – Roald Dahl

Chlebova Lhota - Dagmar Urbánková

Little Owl Lost – Chris Haughton

Tubby and the Lantern – Al Perkins

Summer – Alice Low

What The Ladybird Heard – Julia Donaldson

No Moon No Milk – Chris Babcock

Eel Dreaming – Helen Taylor & Ben Brown

Clemence & His Noisy Little Fire Engine – Jessica Spanyol

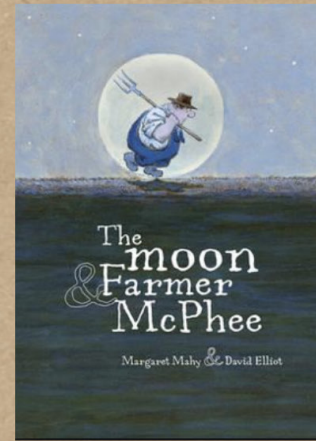


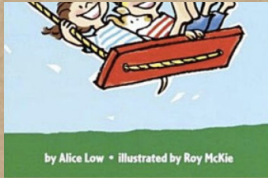
Who's Driving – Leo Timmers

I Want My Hat Back - Jon Klassen

Turtle's Penguin Day – Valeri Gorbachev

Diary of a Wombat – Jackie French





Grill Pan Eddy – Jeanne Willis

The Snail and the Whale – Julia Donaldson

Hugless Douglas – David Melling

Doing the Animal Bop – Jan Ormerod & Lindsey Gardiner

Polar Bear – Trevor Ricketts

Harry the Dirty Dog – Gene Zion

What the Ladybird Heard – Julia Donaldson

Olaf and Venus: Shops – Pierre Pratt

I am So Handsome – Maria Ramos



literacy is a human right



Learning to read is a powerful tool and a basic human right. But over 700 million adults globally are illiterate – that's one in five. In today's information age, it's a devastating statistic.

Our hope is that everyone who reads will take action to help others develop literacy skills to tackle life's challenges. At Wishbone, we've created our Read With Me project to help make a difference.

Save The Children's Literacy Boost programme supports children's effort to read and write by establishing mini-libraries of 200-250 books – giving children the basic resources required to begin a learn-to-read programme. Read more about Save The Children and the Literacy Boost programme [here](#).

United Nations Literacy Decade 2002 – 2012

The goal of the UN Literacy Decade was to champion universal literacy as a step towards freedom for all.

In 1999, 106 million school-age children did not attend school. By Jan 2012 that number had dropped to 69 million. A huge achievement, and very quick work. But the UN Millenium Development Goal is to have all children in school by 2015.

That may sound tough, but the greater challenge is to ensure that school systems work for every single kid who makes it through the door. Lack of books, paper, pencils, even furniture – absent teachers and inadequate space. There are countless issues to address.

One thing we know for sure, is that family and community involvement from the beginning gives a child the best possible chance of success. We need to create a culture of reading, talking and story-telling inside and outside the classroom.

