**Dolly Parton**

Hull has some of the worst literacy levels and has the third highest rate of deprivation in the United Kingdom. Given her charitable efforts in the area of literacy, we feel Dolly Parton’s presence could make an inspirational impact on the lives of local people.

Literacy & literature is crucial within the Hull 2017 programme with several important projects planned including the prestigious announcement of the UK’s next Children’s Laureate and the city’s first Children’s Literature Festival.

These events will significantly help foster children’s love of reading and we would therefore like to invite Dolly Parton to announce the next UK’s Children’s Laureate in Hull and read from her books at the Children’s Literature Festival in July 2017.

As a national event – the UK City of Culture will have comprehensive marketing activity, including digital and working with tourism bodies, press media activity has a national, as well as local and regional focus.

There is partnership activity with the BBC and targeting of key broadcasters such as Sky, ITN and Channel 4 and high-profile coverage in major titles such as Guardian, Times, Telegraph with additional coverage in the likes of New York Times and Vice magazine.