



making the connection

Scholastic Book Fairs

Your literacy partner



SCHOLASTIC

Helping children learn to read, love to read, and understand what they read has been our business, our mission, and driving force for 90 years ...

Richard Robinson, Chairman,
President and CEO of Scholastic Inc.
Anniversary Celebration at
2010 Bologna Children's Book Fair

reading habits

What is the most important skill you can teach a child? We believe it's reading.

Reading comprehension skills are eroding, and it is impacting our current and future world. ¹ Some children are not developing basic reading skills, while others are simply not advancing because they don't practice. "As Americans, especially younger Americans, read less, they read less well . . ." ²

What's contributing to the decline? In many cases, some of the most influential factors that help children become better readers and learners are missing. Access to new, vibrant books, opportunities to choose their own reading material, and strong family involvement are absent in many students' lives.

If we want children to read independently, they need to have easy **access** to a wide assortment of fiction and nonfiction books, **choice** in what they read, and time to **practice** reading. ". . . With a good selection of books, all kids read more. And those who read more books get more practice and become better readers . . ." ³

Family involvement is another important key. "Of all academic subjects, research shows reading is the most sensitive to family influence . . ." ⁴ Families that demonstrate interest in books and reading help students form lifelong reading habits.

One child in four does not read with confidence, and only 30% of fourth graders are proficient readers.

– National Assessment of Educational Progress Report, November 2007

access, choice, family involvement



reading solution

Even when children can read, they often are not motivated to read.⁵ So how do we encourage children to pick up a book?

A **Scholastic Book Fair**. We believe providing a book-rich environment full of new, compelling stories and amazing information is part of the answer.

Many schools sign up for a Book Fair because they think it's the most noble of all fundraisers, liking the focus on reading. But, when you really stop and think about it, a Fair is so much more. There is a strong connection between Book Fairs and promoting literacy. With each Book Fair your school holds, you reach more and more children and their families. You help connect kids with the books they really want to read.

Book Fairs are unique experiences. All students, no matter what their home circumstances are, suddenly have easy and convenient access to an incredible and affordable selection of literature. They have the opportunity to preview and choose their own books in a fun, safe environment.

At the core of every Book Fair week are engaging Family Events and Grand Events. Schools invite their community to take part in fun activities, participate in reading programs, and shop for books. It is where school administration and parents openly demonstrate how important reading is to them. This celebration of reading is a great motivating force for children, encouraging them to read even more.

“I never thought of my Book Fair as a way of developing reading skills and literacy for my school, but if you think about it, it is . . . it really is.”

*– Liz Friend, librarian
Wester Middle School*

Scholastic is your literacy partner

The statistics confirm- books change lives for the better.

Dana Gioia, "To Read or Not to Read:
A Question of National Consequence"
National Endowment for the Arts,
November 2007



Developing a nation of lifelong readers starts with access to both fiction and nonfiction books in classrooms, school libraries, and home libraries.

Just by making books available, we can help improve children's overall reading performance – including letter knowledge, phonemic awareness, vocabulary, concepts of print and writing, and narrative competence.

Scholastic Book Fairs supports building libraries in both home and school. We deliver "mini bookstores" to schools, providing students and families convenient access to high quality books. We make books accessible and keep books affordable, so families can easily build home libraries.

In fact, we have special programs such as **Classroom Wish List**, **One for Books®**, and **Scholastic Dollars™** dedicated specifically to making sure more teachers, students, and school libraries get much-needed books. With the Classroom Wish List, teachers create lists of books they would like for their classes, families purchase them, and students benefit from a classroom library full of fresh books.

Through **One for Books**, schools raise money to buy Book Fair books for students and teachers in their school or outside schools and organizations that need assistance. It ensures that children who otherwise could not afford books can still have access to books and become book owners.

With **Scholastic Dollars**, schools can maximize their earnings to purchase books and educational materials through the Scholastic Book Fairs *School Resource Catalog*. Schools can continue to refresh their media center and classroom libraries for students, even after Book Fair week.

The ideal classroom library offers eight books per student. It has a core collection of a variety of genres and a regularly replenished "revolving" collection.

– L. Galda and B. Cullinan,
Literature and the Child
(5th edition), 2001

Scholastic provides access to books



choice as motivation

Young readers remain more enthusiastic about reading when they can choose their own books.⁶

“... Studies of elementary school teachers’ beliefs about motivation in general and reading specifically reveal that they believe children need choice to develop independence.”⁷ Choice leads to motivation, which leads to increased voluntary reading. Students who read more voluntarily develop positive attitudes toward reading. They read better, and they experience more academic success.

Kids’ choice is the cornerstone of the Book Fair concept. Kids are given a chance to explore a variety of books in a colorfully merchandised, kid-friendly atmosphere. The stimulating setting full of displays, décor, and other merchandising actually increases the time children spend looking at the books. Through class visits, Family Events, and before- and after-school shopping, students have multiple opportunities to really find the books they prefer.

Children’s tastes in books are as different as their personalities. So the shelves of every Fair are packed with a multitude of genres, some of which include **fantasy, classics, reference, award-winners, humor, nonfiction, and mystery.**

Students are introduced to the wide array of books through complimentary promotional materials delivered with each Book Fair. Booklists, book posters, and a special Author Video, featuring best-selling authors and illustrators, help kids make their selections. There is always something for everyone at a Scholastic Book Fair, whether an avid or reluctant reader.

“Children who are allowed to self-select what to read and who have access to varied sources of printed materials ... read more and read more widely ...”

– International Reading Association Position Statement, 1999

choice is a Scholastic cornerstone

We could revolutionize education if we asked every person connected with the education of children, “Read any good books lately?”

Susan Ohanian
“Some Are More Equal Than Others”
Phi Delta Kappan, February 1997

family involvement

Family engagement in literacy activities in school and at home has a strong, positive impact on children’s educational achievement.

Family involvement is especially helpful in encouraging children to read and in supporting the development of a wide range of literacy skills.

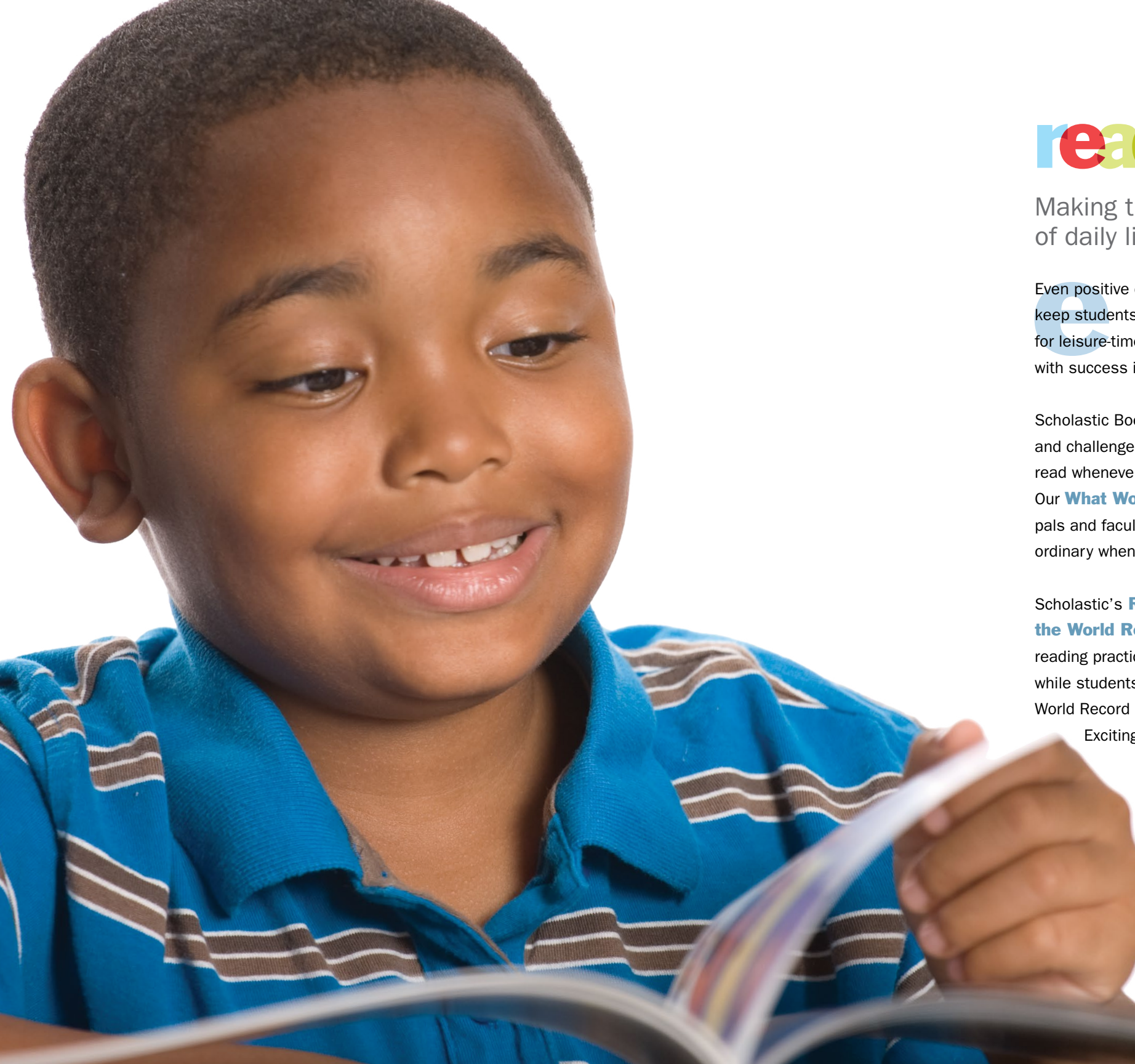
Since parents are the first and foremost teachers of children, Book Fairs were created to be family affairs. Different kinds of Book Fair events and activities for families, grandparents, and loved ones are just a few of the ways schools make sure all family members, no matter what their schedules are, can be a part of the Fair. “Family time” at a Book Fair gives parents time to discover what subjects interest their children.

Book Fair **Family Events** send an important message. As a united team, faculty and families show students that reading really matters to their school community. Even students’ grandparents and other loved ones can be reading role models by participating in special **Grand Events**. Through Family and Grand Events, students experience quality family time while building home and classroom libraries.

Scholastic Book Fairs also offers exclusive family engagement programs, such as **Read and Rise®**, that can be hosted during the Book Fair or at anytime during the school year. Read and Rise is a research-tested, early literacy program designed to engage the entire family to make reading a habit at home.

Family Events also help strengthen the partnership between parents, principals, and teachers.

Scholastic events are family affairs



reading practice

Making time to read is frequently lost in the rush of daily lives.

Even positive demands such as homework and extracurricular activities can keep students busy. We need to help children create room in their schedules for leisure-time reading. The amount of independent reading they do correlates with success in school and reading achievement.

Scholastic Book Fairs keep reading top of mind with contests, goal setting, and challenges. Rewards and recognition inspire kids to pick up a book and read whenever they have a free moment – adding up to more reading practice. Our **What Would You Do for Reading?**® campaign revolves around principals and faculty members agreeing to do something completely out-of-the-ordinary when kids reach a book or reading minutes goal.

Scholastic's **READ 100,000** and **Summer Challenge – Read for the World Record** are two more ways schools, at no cost, can promote reading practice. Schools can track how much their students are reading while students form daily reading habits. READ 100,000 and Read for the World Record encourage schools to team up to reach a reading minutes goal.

Exciting goals like these keep kids reading throughout the entire year.

Schools that host several Fairs a year can keep the reading momentum up even through summer. Many schools host a **Summer Reading Buy One, Get One Free Book Fair** at the end of the year. The great value of a BOGO Book Fair allows families to stock up on summer reading, helping kids avoid the “summer slide” and strengthen their literacy skills.

Scholastic encourages reading practice

**“Students’
reading
achievement
has been shown
to correlate
with success
in school and
the amount of
independent
reading
they do.”**

– Bernice E. Cullinan
“Independent Reading and
School Achievement”

At Scholastic, nothing is more important to us than helping you inspire your students to want to read and to keep reading.

Alan Boyko
President, Scholastic Book Fairs

a mission for reading

Former teachers, book retailers, independent booksellers, and most importantly, parents make up Scholastic Book Fairs.

Our team includes 3,200 people passionate about reading and promoting literacy. We are on a mission to connect kids with books they want to read.

We work with more than 100 publishers throughout the world to bring the best in children's literature to your school. Twice a year, we conduct major book searches, review thousands of titles, and get feedback from schools across the country. We review every book we offer at a Book Fair.

Since 1981, Scholastic Book Fairs has been teaming up with school communities to help kids get access to new books, choose what to read, and practice their reading skills. We believe students who read daily, read better and perform better academically and ultimately in life.

Scholastic Book Fairs is not just another fundraising company. We are your partners in literacy. We want families and schools everywhere to make the connection between Book Fairs and literacy promotion. Together, we can raise a generation of strong readers.

In a digital age,
reading is more
important than
ever to both
understand the
world and
yourself.

read every day. lead a better life.



Scholastic's Global Literacy Call to Action and

reading bill of rights

For young people, the ability to read is the door opener to the digital world of the 21st century. We are asking parents, teachers, school and business leaders, and the general public to support their children's right to read for a better life and join our **Global Literacy Call to Action – Read Every Day. Lead a Better Life.** Here is what we believe about reading in the second decade of the 21st century. We call this **The Reading Bill of Rights:**

1. We believe that literacy – the ability to read, write and understand – is the birthright of every child in the world as well as the pathway to succeed in school and to realize a complete life. Young people need to read nonfiction for information to understand their world, and literature for imagination to understand themselves.
2. We believe that the massive amounts of digital information and images now transmitted daily make it even more important for a young person to know how to analyze, interpret and understand information, to separate fact from opinion, and to have deep respect for logical thinking.
3. We believe that literature and drama, whether on printed pages, screens, on stage or film, help young people experience the great stories of emotion and action, leading to a deeper understanding of what it means to be truly human. Without this literacy heritage, life lacks meaning, coherence and soul.
4. We believe every child has a right to a “textual lineage” – a reading and writing autobiography which shows that who you are is in part developed through the stories and information you've experienced. This textual lineage will enable all young people to have a reading and writing identity which helps them understand who they are and how they can make their lives better. In short, “You Are What You Read.”
5. We believe every child should have access to books, magazines, newspapers, computers, e-readers, and text on phones. Whatever way you read, you will need to figure out what the facts are or what the story tells you. No matter how and where you get access to ideas, you will need the skills of reading to understand yourself and your world.
6. We believe that reading widely and reading fluently will give children the reading stamina to deal with more challenging texts they will meet in college, at work and in everyday life. Every child needs literacy confidence – the ability to read, write and speak about what they know, what they feel, and who they are. This will come from Reading Every Day. As you read more you will find it easier to read and to learn.
7. We believe that every child has the right to a great teacher who will help them learn to read and love to read. Children need teachers who provide intentional, focused instruction to give young people the skills to read and interpret information or understand great stories they will encounter throughout life.
8. We believe that in the 21st century, “literacy care,” including the right to read, is as essential to the developing child as the right to health care. The ability to read is necessary not only to succeed but to survive—for without the ability to understand information, young people cannot compete economically and may therefore be consigned to a life without purpose.

**To be a better reader,
and to live a better life
(of knowledge and understanding)
read every single day.**