

 SCHOLASTIC

**READ**  
Every Day

Lead a Better  
**LIFE**



“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 ...”

-Dick Robinson, President and CEO of Scholastic Inc.

# Reading has never been more important

No matter how advanced technology gets or how flat the world becomes, reading will continue to be the gateway to a successful life. It is the core skill that helps children master all others. That's why we are reading advocates.

Reading helps students develop 21st century skills like **CRITICAL THINKING, COMMUNICATION, and CREATIVITY.**



# ACCESS and CHOICE lead to more independent reading

An exciting, weeklong celebration of books is just the impetus needed to inspire children to practice independent reading. Let's help kids build home collections to keep them reading all year long. When students have access to a wide array of books and choice in what they read, they are more motivated to read.

**ACCESS** – Voluntary reading starts with access to books. No matter what students' home circumstances are, Scholastic connects them with the types of books they want to read.

**CHOICE** – Kids' choice is the cornerstone of every Scholastic Book Fair event. Book Fairs give children the opportunity to choose the books that interest them. When kids self-select books, they are more likely to read them.

Students who spend 20 minutes per day reading books independently are exposed to 1.8 million words per year and score in the 90th percentile on standardized tests.<sup>1</sup>



For more about Scholastic Book Fairs, visit [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)

# The influence of family involvement

School communities, specifically students' families, are the focus of every Scholastic Book Fair.

Through Book Fair Family Events, families and school leaders have the opportunity to unite as a team and show students just how much they value reading.

Scholastic Book Fairs maintain family involvement in the entire school community as parents, teachers and children come together to browse through hundreds of new and bestselling books.

The very act of partnering with Scholastic strengthens the critical bonds between parent and child, home and school, reading and learning.

**Studies indicate “parental involvement is associated with higher student achievement outcomes.”<sup>2</sup>**



# More students reading, students reading more

Your students build stronger reading skills when they practice reading. Every time they pick up a book, they improve their fluency, comprehension, vocabulary, and ultimately, standardized test performance.

**Scholastic's proven programs and activities include:**

- **Classroom Wish List**
- **Booktalk! [In-a-Box]**
- **Summer Reading Program**

Go to [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs) for more information.

The more reasons you have for children to read, the more practice they get and the stronger their reading skills become.



<sup>1</sup>Anderson, R.C. "Growth in Reading and How Children Spend Their Time Outside of School." Reading Research Quarterly 28 (3) p. 292, 1998.

<sup>2</sup>Jeynes, William H. "Parental Involvement and Student Achievement: A Meta-Analysis." Family Involvement Research Digest. Harvard Family Research Center, December 2005.

# Scholastic is where it all comes together

When it comes to preparing kids to lead a better life, reading is the most important skill you can teach.

The more contact children have with books, the more they read. The more they practice reading, the better readers they become. Scholastic Book Fairs are where students and families can make this life-changing connection. We help schools create literacy events where student reading is celebrated and reading skills are strengthened, sustaining reading excitement throughout the year.

## Join us in our rally to raise readers!

### Here's how:

- **Read by example.** Become the principal reader at your school by conducting Booktalks of your favourite Book Fairs picks.
- **Host 2-3 Book Fairs per year and get actively involved.** Set reading goals at your school and track progress using no-cost tools like the **Let's Raise Readers Practice Trackers**. Chart your success by posting the oversized **Goal Chart** at the main school entrance.
- **Encourage all teachers to participate in the Classroom Wish List** program and watch every classroom library blossom with new books.
- **Sign up for a FREE Book Fair Workshop.** Learn how to get more kids excited about reading.

To learn more, visit [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs).