

BUY ONE, GET ONE FREE EVENT

Stock up for Summer Reading with Scholastic Book Fairs

Following the suggestions below will ensure a highly successful Scholastic Book Fair. We guarantee this Literacy Event will keep your students reading all summer long!

Publicize Your Event

1. Display poster at main entrance to your school.
Fill in dates/times and location.
2. Send letter home to parents one week before Fair.
Sample letter and letter shell available FREE online at www.scholastic.ca/bookfairs/summerreading.php
3. Advertise in school newsletter and post on your school website.
4. Create eye-catching bulletin boards in high traffic areas of your school.
5. Schedule announcements to promote your Fair.
Have creative students write and perform skits.

Host a Family Event

Family Events are a great way for parents to choose books with their kids while taking advantage of the tremendous value. Teachers can recommend books to parents that their children could read over the summer.

Use the Classroom Wish List Program

Books make the perfect end-of-year gift! What better way to show teacher appreciation than by using the Classroom Wish List Program. Be sure to set up a display at the front entrance to your Fair and encourage parents to purchase books for their child's classroom.

Accept Credit Cards

With our simple-to-use program, you can accept Visa, MasterCard or American Express at your Book Fair. Not only does it make shopping more convenient for your customers, it's also an easy way to increase sales.

Wrapping Up Your Fair

Complete the Book Fair Rewards Worksheet. Return it along with credit card receipts, debit card receipts (if applicable), and your cheque, made payable to Scholastic Book Fairs, in the pre-paid envelope within 7 business days.

NEW This Year!

Summer Reading Activity Guide now available FREE online at www.scholastic.ca/bookfairs/summerreading.php