



Discover fun, easy ways
to keep reading a
HOT TOPIC throughout
the summer!

www.scholastic.com/buzz



It's All About the Fun of Reading!

Your school's Book Fair is an excellent opportunity to reinforce the reading habit because it connects kids with books they want to read. And, the Scholastic Summer Reading Buzz program is a great way to create buzz around books that can become great summer companions. Join us in a national campaign to motivate kids to read more books during the summer!

It's Easy to Stir Up a **BUZZ!**

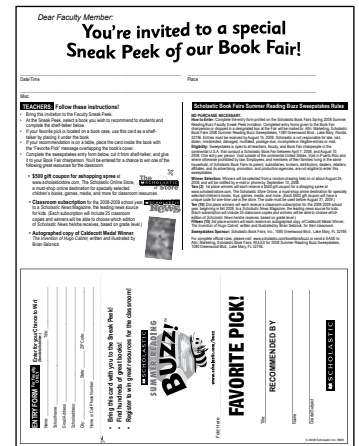
In addition to this guide, you'll find downloadable Summer Reading Buzz promotional flyers. Each flyer has three specific purposes. Use the flyers:

- As faculty invitations to your Book Fair Faculty Sneak Peek session
- To identify books from the Book Fair recommended by teachers
- To register yourself and other faculty members for a chance to win a variety of prizes in the Scholastic Book Fairs Summer Reading Buzz Sweepstakes

It all begins with a **Sneak Peek** session.

If you don't already have one planned, schedule a special preview session of your Book Fair, just for faculty. Do this on the first day of your Fair. It's easy to get started:

- Fill out the invitation section of the flyers with the date, time, and place of your Sneak Peek session.
- Place them in each faculty member's mailbox.



Note: This item will be available for downloading the week of March 10, 2008.



- Ask teachers attending the Sneak Peek to recommend books, using the shelf-talker on the promotional flyer. Instructions on the flyer explain how to use it as either a shelf-talker or bookmark to identify their favorite pick.



The flyer easily transforms into an eye-catching shelf-talker!

Or, if the teacher's pick is a book located on a table or in a display it can become a bookmark!

Note: Make sure to detach entry form first!



Before teachers leave your Sneak Peek, remind them to complete the sweepstakes entry forms attached to their flyers for a chance to win great resources for the classroom. Have a box available at the sneak peek session for faculty members to drop in their sweepstakes entries.

Then all you have to do is gather the completed entry forms, and mail them to*:

Attn: Marketing

2008 Summer Reading Buzz Sweepstakes
Scholastic Book Fairs
1080 Greenwood Blvd.
Lake Mary, FL 32746

2 1st Place Winners

will each receive a \$500 online shopping spree for classroom resources at www.scholasticstore.com, The Scholastic Store Online, a must-shop online destination for specially selected children's books, games, media, and more.



10 2nd Place Winners

will each receive a classroom subscription, starting in fall 2008, to a *Scholastic News Magazine*, the leading news source for kids. (Each subscription will include 25 classroom copies and winners will be able to choose which edition of *Scholastic News* he/she receives, based on grade level.)



15 3rd Place Winners

will each receive an autographed copy of the 2008 Caldecott Medal Winner *The Invention of Hugo Cabret*, written and illustrated by Brian Selznick. This makes a great addition to classroom libraries.



For complete rules and details, visit www.scholastic.com/bookfairs/buzz

* Please do not include any Book Fair financial forms or surveys in your envelope. Also, please do not mail sweepstakes entry forms in with your Book Fair financial forms.

Another Great Way to Keep Kids Reading This Summer!

The Scholastic Summer Reading Buzz Web Site

- The site offers a safe online community for kids to send a shout-out to fellow booklovers, chat with other kids on message boards about favorite books, and create e-cards for their friends.
- Students can help generate books for other kids! As kids log books, Scholastic will donate books to children in need.
- The site is also a great place for parents, teachers, and media specialists to find helpful book recommendations and resources.

Buzz Mail Book Reviews

- This part of the Summer Reading Buzz Web site is a fun and novel way to spread the buzz about hot summer reads!
- Students can customize these e-cards by picking from a list of books, rating the book on a scale of one to four stars, and choosing three adjectives to describe the book.
- The Web site automatically generates a book preview in “movie trailer” fashion about the book that the reader can send to a friend!



Encourage students to check the Web site
throughout the summer for more fun, exciting
features and a chance to **win great prizes!**

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