Media/Photo Alert

[Insert Name Of School]
To Host Book Fair Event, [Insert Dates]

WHAT: [Insert name of school] will host a Scholastic Book Fair on [insert day, date], from [insert time] to [insert time], to purchase books for our Media Center. Families, teachers, and the community are invited to attend the Fair, which will feature a special camping theme: Camp Read a Book – Let the Book Bugs Bite!

On [insert day, date] from [insert time] to [insert time], the Book Fair will feature a special [insert Family or Community] Event with [insert information about story read-alouds, special activities, refreshments, door prizes, etc.].

Special guest [insert names of any special guests you may have recruited – a local author, your mayor, or a radio show host] will read from [insert title of book]. Afterward, students can pose for pictures [describe photo opportunity, i.e., with Pappa Bear].

WHEN: The Book Fair will be held daily from [insert time] to [insert time], [insert date] to [insert date].

WHERE: [Insert name of school] is located at [insert school address].

MORE: The Book Fair will offer specially priced books and educational products, including new releases, award-winning titles, children's classics, interactive software, adult books, and current bestsellers from more than 150 publishers.

Attendees can help the school build classroom libraries by purchasing books for teachers through the Classroom Wish List and One for Books activities.

CONTACT: [Insert contact name], [insert school name], [insert phone number].