



HAPPY CAMPER

Take a Reading Adventure

Reminder: Keep Kids Reading All Summer Long

Dear Parent or Caregiver,

I hope you are enjoying your summer with your family and that you are keeping reading a top priority. The Scholastic Summer Reading Challenge is underway, and our school is doing well so far! This is a friendly reminder to keep encouraging your child to read and log his or her minutes at www.scholastic.com/summer. If our school logs the most minutes of any participating school, we will be recognized as "Best in State" and will be featured in the 2018 *Scholastic Book of World Records*!

Here are a few ideas to help you and your child keep the reading momentum going all summer long:

➤ **Harness the power of choice!**

Kids are more likely to finish a book they pick out themselves, so visit a library, bookstore or your own bookshelves, and let your child choose a book to read. Research shows 89% of kids ages 6-17 agree their favorite books are the ones that they have picked out themselves.*

➤ **Remember, kids need help finding books they like.**

A recent study shows parents underestimate the degree children have trouble finding books they like. Only 29% of parents say their children had trouble finding books versus 41% of kids ages 6-17 saying "I have trouble finding books I like."* Take the time to get to know their interests and ask their teachers or the local librarian for some titles that are age-appropriate and guaranteed to excite even the most reluctant reader.

➤ **Keep reading together – kids love it!**

Research shows 87% of kids ages 6-11 say they love(d) being read aloud to at home.* Set a goal and see how many books you can read together in one summer. Be a reading role model and "take a reading adventure" together every day with a favorite picture book, comic book or even newspaper article. Everything count.

➤ **Need inspiration? Find new ways to read all summer long.**

There are many places to help children discover new books. The most popular ways parents with kids ages 6-11 can help get their kids reading over the summer include:

- taking kids to the library (66%),
- picking books from the school book club or book fair (60%)
- taking books on trips and vacations (56%)*

If your child forgot his or her summer reading username, please contact me directly or contact Scholastic at 1-800-SCHOLASTIC or email summerchallengehelp@scholastic.com. For more articles, tips, and free resources for parents, visit scholastic.com/parents. For more games, book recommendations, videos and free activities for kids, visit scholastic.com/kids.

*Source: Kids & Family Reading Report, 6th Edition (2016)

