



## **SUMMER CHALLENGE LIVE!**

*Live, April 30<sup>th</sup>, 2009, from Scholastic Headquarters in New York, NY*  
*[www.scholastic.com/summer](http://www.scholastic.com/summer)*

We know that for students, summer can be a season full of learning opportunities...or learning losses. Research confirms that students that don't read "4 or more books" over the summer typically score lower or stagnate on reading comprehension tests when they return to school. In support of summer reading and to help get kids engaged in reading "4 or more books" this summer, Scholastic is launching the SUMMER CHALLENGE, an interactive, online campaign designed to make reading fun for kids. Scholastic is kicking off the Summer Challenge with a free, live game-show webcast all around books, where classrooms can join in and test their book trivia. This interactive webcast (accessible at [www.scholastic.com/summer](http://www.scholastic.com/summer)) will be hosted live on April 30<sup>th</sup> at 1 p.m. (EST). The show will also be available to watch in video on demand following the live webcast.

### **An informative and engaging event!**

The 40-minute Summer Challenge LIVE! webcast will be held at the Scholastic Headquarters in New York City where four teams of young contestants will answer quiz questions about authors, illustrators and anything related to kids' books while classrooms around the world will help contestants earn additional points by responding to live web polls, online questions, and more. "Summer Challenge Live!" will incorporate real-time web results and surprise video questions from favorite authors. Participating classrooms will be able to vote online to determine the final quiz question. Points earned during the April 30<sup>th</sup> live webcast will be awarded to the website color teams to kick off the Summer Challenge.

### **From the web to your classroom**

This event is a great opportunity to engage your class in conversations around books and authors. Here are some fun ways to further engage your class:

- As the format is a game show, have your class play around by splitting them into 4 teams and challenge them to answer the same questions and you too can keep score. See which kids in your class are the book trivia mavens.
- As you follow the webcast, have your class make a list of the 4 books that they want to read this summer and Challenge them to read them (and they can even score points for reading them if they join the online Summer Challenge at [scholastic.com/summer](http://scholastic.com/summer)).

- Encourage your class to create their own game show around books, and to come up with their own questions and you can play another game at a later date.

**Join us on Thursday, April 30<sup>th</sup> at 1 p.m. (EST)**

Visit [www.scholastic.com/summer](http://www.scholastic.com/summer) on Thursday, April 30th to watch the live event with your students. We look forward to seeing you there!

Happy Summer Reading!