



Keep Kids Reading All Summer Long!

Dear Educator,

At Scholastic, we believe that literacy – the ability to read, write and understand – is the birthright of every child, as well as the pathway to succeed in school. Like any skill, reading requires practice, and it's critical that students take the time to read during the summer months in order to keep their skills sharp and avoid the "Summer Slide"— the loss of reading and learning skills that occurs during the long break from school. As school districts nation-wide implement the Common Core State Standards, it's more important than ever before to get kids reading and learning during the summer months.

One way to spark kids' excitement is by encouraging them to pick the books they want to read. According to the latest edition of the Kids & Family Reading Report, 92% of kids say they are more likely to finish a book they choose themselves.

Once your students have selected their summer books, encourage them to join the *Scholastic Summer Challenge*, a FREE online reading program that allows kids to log the minutes they spend reading as they *Read for the World Record*. **The 20 schools with the most minutes logged will receive recognition in the 2014 Scholastic Book of World Records, and the school with the most minutes read will receive a special visit from Dav Pilkey, author and illustrator of the Captain Underpants series!** Plus, the school in each state with the most minutes read will receive a special Reading Plaque. From May 6 to September 6, 2013, students can participate in weekly challenges, earn digital rewards, enter sweepstakes, find great books to read, and more!

Is your class up for the CHALLENGE? Visit www.scholastic.com/summer and...

- Register your entire class for the Summer Challenge using **Bulk Classroom Registration**;
- Visit your **Teacher Dashboard** to track students' reading and to email parents;
- Download **free printables, activities, and age-appropriate summer reading booklists**, which includes titles chosen to meet the Common Core State Standards;
- Access **free resources** and **summer reading tips**;

Register your students before June 30, 2013 to be entered in the **Scholastic Summer Challenge Teacher Sweepstakes** for a chance to win a classroom library.

Thanks for all you do to encourage your students to read throughout the school year and beyond. Have a great summer, and happy reading!

Francie Alexander
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