



SCHOLASTIC  
**SUMMER  
CHALLENGE™**

# Keep Kids Reading All Summer Long!

Dear Parent,

According to a recent survey on kids and reading, parents said that their children should read an average of 11 books this summer. At Scholastic we want to help your children reach that goal.

Why do kids need to read over the summer? It is simple. If kids don't read, they will find themselves going down the "Summer Slide"—this is not the playground slide, but rather 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.

Here are a few easy ways to help your children fall in love with reading this summer:

- **Give your kids the POWER OF CHOICE.** A recent survey found that 92% of kids say they are more likely to finish a book they have picked out themselves. Make a point to help your child find books that appeal to his or her interests.
- **Read EVERY DAY.** Whether kids read print books or ebooks, the more they read, the better readers they become, and the better readers they become, the more they enjoy reading. Map out at least 20 minutes each day when you and your child plan to read together
- **Make books ACCESSIBLE.** Having books available is key to helping kids love to read. The Kids & Family Reading Report found that having reading role-model parents or a large book collection at home has a greater impact on kids' reading frequency than does household income.

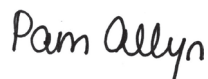
Above all, we believe that summer reading should be FUN, which is why we invite you and your children to join the *2013 Scholastic Summer Challenge*, a FREE online reading program that motivates kids to read. Starting May 6, kids can sign up at [www.scholastic.com/summer](http://www.scholastic.com/summer) and start logging the minutes they spend reading as they Read for the World Record. They can also participate in weekly challenges, earn digital rewards, enter sweepstakes, and find great books to read.

To help you prepare for a successful summer of reading, visit [www.scholastic.com/summer](http://www.scholastic.com/summer) for free reading tips, booklists, printable reading logs and more. Plus, download the FREE Scholastic Reading Timer mobile app (available for iPhones, iPad, Droid devices) so kids can log minutes on the go.

Have a great summer, and happy reading!



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