SCHOLASTIC READ-A-PALOOZA SUMMER READING CHALLENGE

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 Read-a-Palooza 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 enter his or her minutes at **scholastic.com/summer**. If we read the most minutes of any participating school in our state, we will earn the title of "Best in State," and we will be featured in the *2020 Scholastic Book of World Records*. Additionally, your child's reading minutes will help unlock book donations for kids in need across the country.

Here's some helpful information* to help you and your child keep the reading momentum going all summer long:

- **WHEN KIDS CHOOSE, KIDS READ.**
  A majority of kids all ages resoundingly agree (89%) that their favorite books are the ones that they have picked out themselves. In addition, nearly nine in 10 kids (88%) say they are more likely to finish a book they have picked out themselves, and eight in 10 (82%) say they feel a sense of accomplishment when they finish reading a book.

- **BUT SOMETIMES, KIDS NEED HELP FINDING BOOKS THEY LIKE.**
  Four in 10 kids agree (42%) that they have trouble finding books that they like. This is far higher at 59% among infrequent readers and is true of roughly half of kids by age nine. So, head on over to your local public library or bookseller for recommendations!

- **READ-ALOUD MINUTES ARE READING MINUTES.**
  More than 80% of kids, across all ages and income levels, and their parents say they love or like read-aloud time a lot. Parents and children have also said they love read-aloud time because it is a special time with each other–and this feeling stays with children as they grow older. I encourage you to read aloud together, and enter your minutes at scholastic.com/summer!

- **ACCESS MEANS MORE THAN BOOKS.**
  While chapter books and story books are the most popular among younger kids, comic books and graphic novels also begin to capture the attention of kids beginning at age eight, and are nearly equally as popular among frequent, moderate, and infrequent readers. And, don't count out magazines–they grow in appeal as children age, and are the only format preferred among a greater percentage of infrequent readers than frequent readers. No matter what they prefer, any time that your child spends reading means that they're strengthening their skills.

HAPPY SUMMER READING!

If your child forgot his or her summer reading username, please contact me directly.

*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**.*

Scholastic Customer Service: 1-866-826-8834 or summerchallengehelp@scholastic.com.

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