



A MAGICAL SUMMER READING

Welcome to the 2018 Scholastic Summer Reading Challenge!

Dear Parent or Caregiver,

Did you know that when kids read over the summer they are more likely to leap ahead when they return to school? This is often called the “summer leap,” and we’ve made it a priority to keep your child’s skills sharp by encouraging them to read all summer long.

This year, our school signed up to participate in the Scholastic Summer Reading Challenge, a free online reading program that invites students to log their reading minutes all summer. The goal is for the students in our school to discover the joy and magic of reading, and read the most minutes possible in an effort for our school to earn the title, “Best in State.”

I’m excited to share that the theme of this year’s program is *A Magical Summer of Reading!* As students log their reading minutes throughout the 18 weeks of summer, they **will earn digital rewards as they meet their weekly reading goals**. Plus, throughout the summer, students can learn about great new books to read, access fun videos and printables, and more. You’ll also find summer booklists for all ages (in English and Spanish) on the Scholastic Summer Reading Challenge website.

The fun begins on Monday, May 7, 2018, and ends on Friday, September 7, 2018!

I invite you to learn more about the Scholastic Summer Reading Challenge at scholastic.com/summer.

Have a wonderful summer!

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: 1-800-SCHOLASTIC or summerchallengehelp@scholastic.com.



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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 [scholastic.com/summer](https://www.scholastic.com/summer). If we log the most minutes of any participating school in our state, we will earn the title of "Best in State," and will be featured the *2019 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.

› But sometimes, kids need help finding books they like.

Research 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% of kids 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—remember, read aloud minutes count towards your reading goal! Be a reading role model every day with a favorite picture book, comic book or even newspaper article. Everything counts.

› 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%).

Happy summer reading!

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



[scholastic.com/summer](https://www.scholastic.com/summer)





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We're Halfway There!

Dear Parent or Caregiver,

We are halfway through the summer, and you are doing a terrific job motivating your child to read! This is a friendly reminder to keep encouraging your child to read every single day, even if it's only for a few minutes. There are so many other summertime distractions that can often take the place of reading, but it's important to stick with a reading routine.

For every minute your child reads, he or she is strengthening his or her reading skills. We are committed to making sure all children come back to school prepared, and reading every day can truly make a difference.

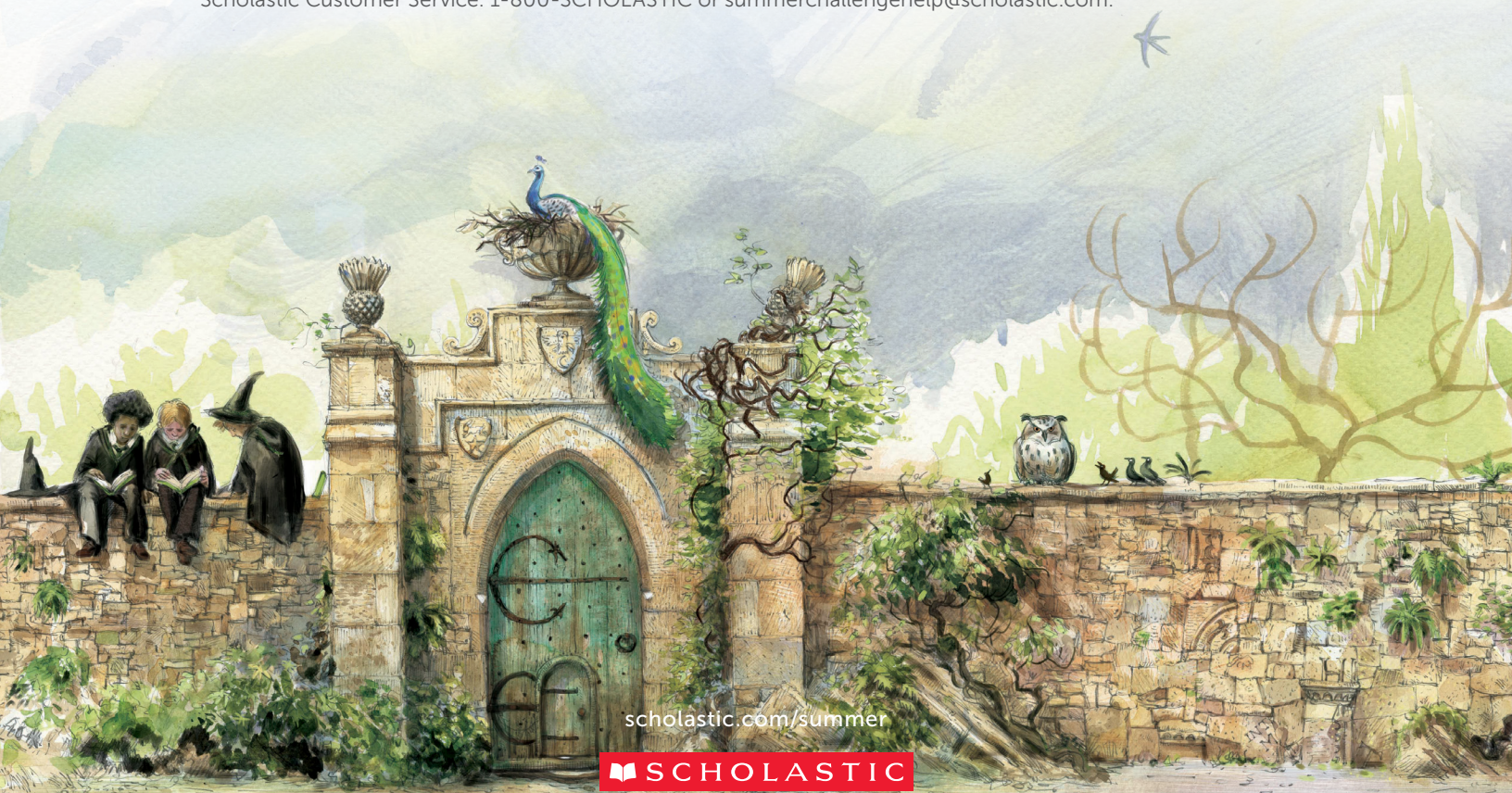
Looking for new books for your kids to read? Access some age-appropriate summer reading lists at [scholastic.com/summer](https://www.scholastic.com/summer).

Have a great rest of the summer!

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Get Ready For Back to School

Dear Parent or Caregiver,

I hope you had a wonderful summer, and that you and your child had fun participating in the Scholastic Summer Reading Challenge. I want to congratulate all the families who participated in the Challenge on their commitment to reading over the course of the past 18 weeks. We should all feel extremely proud of our reading success!

If you haven't already done so, please have your child print out his or her minutes from their user profile, which can be found on the Scholastic Summer Reading Challenge website at [scholastic.com/summer](https://www.scholastic.com/summer).

Be sure to visit the Challenge website on September 26, 2018 for the list of "Best in State" schools, as well as the Top 10 Libraries and Top 10 Community Partners.

Thank you for being a great reading role model for your child this summer. The time and effort you put in will make for a wonderful school year ahead.

Thanks again!

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