

# EVERYTHING YOU NEED TO INCREASE **Independent Reading**

IN SCHOOL

AT HOME

IN THE COMMUNITY



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# Make Reading an Essential Part of Every Child's Life with Scholastic

Our children's academic success depends largely on how well they read. Research shows us time and again that kids who read more do better in school. Yet reading occupies such a limited space in their lives, competing with technology and activities at home.

That means it's up to **educators, families, and communities** to make reading a consistent part of their lives. But how can we come together to achieve this goal? It turns out children might have the answer.

In the most recent Kids & Family Reading Report™ (Canadian Edition), **94% of children agree that their favourite books are the ones they picked out themselves.** The message is clear—give children the freedom to choose their own books, and they'll be excited to read.

That's what Scholastic is all about. Scholastic Book Clubs and Book Fairs consistently give children thousands of exciting titles to choose from. Each program offers both schools and families an affordable opportunity to grow their libraries.

We need to ensure that every child across Canada has access to great books. That's why the Scholastic Canada Possible Fund is committed to partnering with grassroots community groups, organizations with on-the-ground literacy initiatives, as well as charity and nonprofit partners nationwide.

Additionally, Scholastic believes that children of all races, abilities, cultures, religion, identity, experiences and backgrounds should see affirming and positive portrayals of themselves, their families, and their communities in the pages of the books we offer.

Scholastic is here to bring you the materials and services you need to make reading a meaningful and important part of your children's lives. It takes **dedicated families, educators, and communities** to ensure that it happens, so let's get together and get kids reading!

Sincerely,



Nancy Pearson  
President, Marketing and Publishing  
Scholastic Canada



# Give Children More Choices for Independent Reading

WITH SCHOLASTIC IN YOUR SCHOOL

*"Kids who read independently at school are more likely to find reading important, enjoy reading, and read more frequently."*

—From the most recent Kids & Family Reading Report™ (Canadian Edition)

## Schedule a **BOOK FAIR**

Scholastic Book Fairs bring families and communities together to celebrate a love of reading. With hundreds of titles, carefully selected to delight and inspire students, these exciting literacy events empower kids with choice, granting access to a safe environment where they can explore the stories, characters, and authors that speak to them. Help build home libraries and support independent reading by hosting a Scholastic Book Fair at your school!



Photos © Scholastic Inc.

## Keep the momentum going with **Book Clubs**

Every Scholastic Book Clubs flyer helps students discover books that they're excited to read, while their teachers receive rewards to spend on books and resources for their classrooms.



# BOOKS BRING US TOGETHER



# Grow Home Libraries and Get Families Involved

## WITH SCHOLASTIC AT HOME

*“On average, families report having 80 books in the home, with frequent readers’ homes having 118 books, compared to 61 books in the homes of infrequent readers.”*

—From the most recent Kids & Family Reading Report™ (Canadian Edition)



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### Build Home Libraries

Scholastic Book Clubs and Book Fairs provide families with the affordable, high-quality books they need to get kids engaged in reading. Popular, bestselling books at affordable prices are offered so all families have the opportunity to own a variety of books to engage their readers.

### Encourage Reading at Home with Reading Programs

Reading programs offer families the opportunity to extend the learning experience at home with attainable reading goals, to achieve individually or as a class. Our programs also provide teachers and families with printable materials to supplement the reading journey and reinforce learning at home.



### Add Family Event Nights to Your Book Fairs

Scholastic Book Fairs create an opportunity for generations of families and school communities to come together and share their love of reading. Adding a Family Event Night, complete with prize draws and contests, creates excitement and builds participation, sparking conversation about favourite stories and characters.



Photo © Scholastic Inc.

# Ensure Every Family Has Access to Great Books

WITH SCHOLASTIC IN YOUR COMMUNITY

*"Parents agree every community needs public libraries."*

—From the most recent Kids & Family Reading Report™ (Canadian Edition)

## Finding Scholastic Books in Your Community

Scholastic Canada is the largest publisher and distributor of children's books in Canada, with a list of titles that includes popular and award-winning fiction and non-fiction for babies to teens, in print and digital form. Scholastic is also the only major publisher in Canada that is able to simultaneously publish children's books in both official languages. Scholastic books can be found in major bookstores, public libraries, and retail outlets across the country.

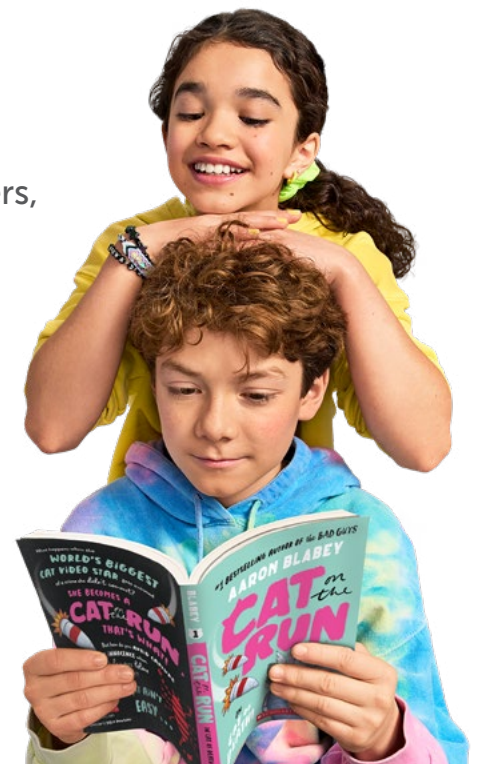


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## Giving Back To Our Community

We believe every child deserves to have access to books they can own. That's why each year we've committed to donating up to 100,000 books across Canada to children who need them most.

We are taking further steps to broaden our outreach and deepen our understanding of the work undertaken by our literacy partners, including their community reach and areas of specialization, to ensure that our donations are well curated and go to programs supporting diverse and/or marginalized communities.



# The Independent Reading Cycle

HOW YOU AND SCHOLASTIC CREATE A PASSION FOR READING

## At School

**Book Clubs** gives children the opportunity to select their own exciting books for independent reading at affordable prices.

**Book Fairs** enhance home libraries and create an exciting in-school event, allowing kids to choose the books they want to read.

**Affordable classroom libraries** help teachers fill their bookshelves and give kids great choices for independent and shared reading.

**Curriculum-focused books** are offered to both teachers and parents through Book Clubs and Book Fairs to help build critical reading skills and get students engaged in academic topics.

## In the Classroom

## At Home

**Book Clubs and Book Fairs** grow home libraries, encourage independent reading, and inspire kids to read at home!

**Family Event Nights at Book Fairs** encourage families and communities to come together to share a love of reading across generations.

**Continue reading over the summer** and encourage strong literacy skills to accelerate learning.

**Scholastic Canada is the largest publisher and distributor of children's books in Canada.** Our books can be found in major bookstores, public libraries, and retail outlets across the country.

**The Scholastic Canada Possible Fund** is committed to donating books across Canada to children who need them most.

## In the Community



## Join Book Clubs

1-800-268-3860 (Toll-Free)  
custserve@scholastic.ca  
scholastic.ca/bookclubs

## Host a Scholastic Book Fair

1-866-234-7319 (Toll-Free)  
bookfairs@scholastic.ca  
festivaldulivre@scholastic.ca  
scholastic.ca/bookfairs

## Scholastic Education for Teachers/Librarians

1-800-268-3848  
education@scholastic.ca  
scholastic.ca/education

